

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. AUG. 30, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,570 13.8		8,880 14.3		6,890 11.1		19,500 31.4	ABC NFL Exhibition Football (NEW YORK VS KANSAS CITY, 9:00-12:15AM) (1)							
AVERAGE AUDIENCE (Households (000) & %)			7,700 12.4		7,820 12.6		5,840 9.4		10,990 17.7	15.1*		18.4*		19.8*		18.2*	
SHARE OF AUDIENCE %			27		26		9.3		35	27*		32*		35*		34*	
AVG. AUD. BY ¼ HR. %			11.7	13.0	12.3	12.9	9.3	9.4	14.2	16.0	18.2	18.5	19.7	19.9	18.6	17.9	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,350 23.1	Gunsmoke (R)			14,100 22.7		11,240 18.1		11,120 17.9		8,690 14.0	CBS Newcomers (R)			
AVERAGE AUDIENCE (Households (000) & %)			10,740 17.3			12,730 20.5			10,000 16.1		10,180 16.4		5,840 9.4		10.0*		8.7*
SHARE OF AUDIENCE %			36	16.1*		37*	37		27		28		17	18*		17*	
AVG. AUD. BY ¼ HR. %			15.5	16.6	17.9	19.0	20.2	20.8	16.3	15.8	16.4	16.4	11.0	9.1	8.8	8.6	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,260 13.3		13,040 21.0				17,880 28.8	NBC World Premiere Movie (R) "THE D.A. CONSPIRACY TO KILL" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			6,460 10.4		8,820 14.2	12.3*		16.0*	11,990 19.3	18.0*		19.0*		21.0*		19.4*	
SHARE OF AUDIENCE %			23		27	24*		29*	34	31*		32*		37*		37*	
AVG. AUD. BY ¼ HR. %			10.9	10.0	11.5	13.1	15.5	16.5	17.3	18.6	18.9	19.0	21.0	21.0	20.6	18.2	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,210 24.5	ABC Movie Special (R) "BLAST-OFF" (7:30-9:20PM) (1)					14,970 24.1	ABC Monday Night Movies (R) "MARILYN" (9:20-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			7,510 12.1			11.9*		12.8*	8,940 14.4		13.6*		15.3*		14.7*		
SHARE OF AUDIENCE %			23			23*		24*	27		24*		29*		31*		
AVG. AUD. BY ¼ HR. %			10.4	9.8	11.7	12.2	12.6	13.0	14.4	13.5	13.4	13.7	15.0	15.5	14.8	14.7	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,390 28.0	Gunsmoke (R)			13,480 21.7		12,980 20.9		13,230 21.3		11,430 18.4	CBS Newcomers			
AVERAGE AUDIENCE (Households (000) & %)			11,990 19.3			12,170 19.6			11,490 18.5		12,230 19.7		7,820 12.6		13.5*		11.6*
SHARE OF AUDIENCE %			39	16.4*		42*	36		33		35		25	25*		24*	
AVG. AUD. BY ¼ HR. %			15.2	17.7	21.9	22.4	18.9	20.4	17.9	19.1	19.6	19.8	13.9	13.1	11.3	11.5	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,320 15.0		6,960 11.2	16,080 25.9				NBC Major League Baseball "SAN FRANCISCO VS LOS ANGELES, 8:15-11:00PM"							
AVERAGE AUDIENCE (Households (000) & %)			7,760 12.5		6,640 10.7	8,320 13.4		12.6*		12.6*		13.7*		15.2*		14.0*	
SHARE OF AUDIENCE %			26		23	26		25*		24*		25*		29*		28*	
AVG. AUD. BY ¼ HR. %			11.7	13.2	10.7	11.2	12.9	12.3	12.4	12.7	13.6	13.8	15.0	15.3	16.0	12.0	
W																	
TV HOUSEHOLDS USING TV	WK 1	43.4	44.8	45.7	46.5	48.9	52.1	53.5	56.1	57.8	59.4	59.8	59.3	57.5	55.9	53.9	50.5
(See Def. 1)	WK 2	41.7	43.8	45.8	48.5	51.6	53.8	53.8	55.1	56.0	56.0	56.0	55.9	53.4	52.6	50.4	45.5

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • MON. SEPT. 6, 1971

EVE. • TUE. AUG. 31, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			13,790 22.2				18,070 29.1						16,700 26.9				
	AVERAGE AUDIENCE (Households (000) & %)			10,370 16.7	14.9*			12,730 20.5	19.8*			20.4*		21.2*	14,350 23.1	22.9*		23.3*
	SHARE OF AUDIENCE %			34	32 *			36 *	36	37 *		36 *		36 *	44	42 *		46 *
	AVG. AUD. BY ¼ HR. %			14.5	15.4		18.2	18.6	19.6	20.1	20.2	20.7	21.1	21.3	22.3	23.4	23.6	23.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			9,000 14.5		9,130 14.7		12,670 20.4						6,400 10.3				
	AVERAGE AUDIENCE (Households (000) & %)			7,700 12.4		7,890 12.7		8,630 13.9	13.4*			13.9*		14.4*	4,530 7.3	8.2*		6.5*
	SHARE OF AUDIENCE %			27		25		25	25 *			24 *		25 *	14	15 *		13 *
	AVG. AUD. BY ¼ HR. %			11.7	13.1	12.2	13.1	13.1	13.6	13.7	14.1	14.8	14.0	14.0	8.8	7.7	6.7	6.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			6,400 10.3		11,800 19.0				15,650 25.2								
	AVERAGE AUDIENCE (Households (000) & %)			5,280 8.5		7,580 12.2	10.7*		13.8*	15.5	14.8*			14.9*	16.5*			15.7*
	SHARE OF AUDIENCE %			18		23	21 *		26 *	28	26 *			26 *	30 *			31 *
	AVG. AUD. BY ¼ HR. %			8.6		10.6	10.7	13.2	14.4	14.7	14.9	14.7	14.7	15.1	16.7	16.3	15.8	15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			13,290 21.4				7,750 13.8										
	AVERAGE AUDIENCE (Households (000) & %)			9,500 15.3	13.7*			13,100 21.1	18.6*			21.7*		22.8*	16,020 25.8	25.5*		26.1*
	SHARE OF AUDIENCE %			32	31 *			34 *	34 *			38 *		39 *	47	46 *		49 *
	AVG. AUD. BY ¼ HR. %			12.9	14.5	16.3	17.7	18.6	18.6	21.3	22.2	22.1	23.5	24.6	26.5	26.8	25.3	25.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			6,520 10.5		7,140 11.5		13,790 22.2										
	AVERAGE AUDIENCE (Households (000) & %)			5,530 8.9		6,150 9.9		8,940 14.4	12.1*			15.3*		15.7*	6,150 9.9	10.6*		9.1*
	SHARE OF AUDIENCE %			20		20		25	22 *			26 *		27 *	18	19 *		17 *
	AVG. AUD. BY ¼ HR. %			8.6	9.1	9.4	10.3	11.4	12.8	14.7	15.9	16.5	14.9	11.4	9.8	9.0	9.3	9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			8,880 14.3		10,180 16.4				12,170 19.6								
	AVERAGE AUDIENCE (Households (000) & %)			7,200 11.6		6,770 10.9	10.6*		11.2*	10.6	11.3*			10.7*	10.6*			9.9*
	SHARE OF AUDIENCE %			26		21	21 *		20 *	19	20 *			18 *	19 *			19 *
	AVG. AUD. BY ¼ HR. %			11.7	11.5	10.5	10.8	10.9	11.4	11.5	11.1	10.7	10.7	11.0	10.2	10.0	9.7	9.7
TV HOUSEHOLDS USING TV		WK 1	43.3	44.3	45.4	47.5	50.0	51.6	52.6	54.9	56.4	58.0	58.6	58.0	55.2	53.7	51.6	48.9
(See Def. 1)		WK 2	39.8	42.0	43.6	45.7	48.1	51.0	53.8	55.6	56.8	58.7	59.0	59.4	56.5	55.2	54.5	52.0

U.S. TV Households: 62,100,000. † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(CP) Other Programs: See Pages 46-51

EVE. • TUE. SEPT. 7, 1971

EVE. • WED. SEPT. 1, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		9,190 14.8		10,000 16.1		10,990 17.7		6,150 9.9		5,530 8.9				3,600 5.8			
	ABC TV		Courtship of Eddie's Father®		Room 222®		Smith Family®		Love on a Rooftop®		When Johnny Comes Marching Home®				NFL Action			
	AVERAGE AUDIENCE (Households (000) & %)		7,950 12.8		8,820 14.2		9,630 15.5		5,340 8.6		3,290 5.3		5.8*		4.8*		2,920 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 12.1		30 13.5		30 14.7		15 14.8		10 16.1		6.3		9*		9 4.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		9,320 15.0				7,450 12.0		16,700 26.9				18,510 29.8					
	CBS TV		Men At Law®				To Rome with Love®		Medical Center®						Hawaii Five-O®			
	AVERAGE AUDIENCE (Households (000) & %)		7,270 11.7		11.1*		12.3*		6,830 11.0		13,170 21.2		20.1*		22.4*		24.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 10.9		26*		26*		22 10.7		38 19.5		36*		40*		46*	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		13,290 21.4						11,670 18.8				8,260 13.3					
	NBC TV		Men from Shiloh®						Kraft Music Hall Presents The Des O'Connor Show (Kraftco)						Four-In-One®			
	AVERAGE AUDIENCE (Households (000) & %)		8,140 13.1		10.9*		12.9*		8,630 13.9		13.1*		14.8*		6,090 9.8		11.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 10.9		25*		27*		25 13.0		24*		26*		19 11.7		21*	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,950 12.8		9,690 15.6		11,810 19.8		5,900 9.5		5,030 8.1						5,460 8.8	
	ABC TV		Courtship of Eddie's Father®		Room 222®		Smith Family®		Love on a Rooftop®		The Immortal®						NFL Action	
	AVERAGE AUDIENCE (Households (000) & %)		6,640 10.7		8,570 13.8		8,940 14.4		5,280 8.5		3,790 6.1		6.0*		6.3*		4,470 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 10.1		29 11.3		27 13.7		16 15.0		11 6.0		11*		12*		14 7.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		7,330 11.8		9,750 15.7				16,150 26.0				13,290 21.4					
	CBS TV		You Are There® "ORDEAL OF A PRESIDENT"				If You Turn On® "DRUG SCENE"		Medical Center®						Hawaii Five-O®			
	AVERAGE AUDIENCE (Households (000) & %)		5,710 9.2		6,890 11.1		10.3*		12,420 20.0		18.9*		21.1*		16.4		16.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21 9.3		22 9.2		21*		36 17.6		34*		38*		32		33*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		14,030 22.6						8,630 13.9				7,270 11.7					
	NBC TV		Men from Shiloh®						Xerox Presents the Quarterly Report (Xerox Corp.)						Four-In-One			
	AVERAGE AUDIENCE (Households (000) & %)		9,190 14.8		12.6*		15.0*		5,710 9.2		9.3*		9.2*		8.2		8.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 11.8		28*		31*		17 10.0		17*		16*		16		17*	
TV HOUSEHOLDS USING TV WK 1 WK 2																		
(See Def. 1)																		
	41.1	41.9	42.0	44.5	47.0	48.3	49.8	52.1	54.8	56.4	56.8	56.4	53.5	52.0	50.9	48.5		
	42.5	43.4	43.1	45.5	47.3	49.4	52.5	54.0	54.8	54.8	55.7	56.4	54.1	53.1	51.2	49.0		

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. SEPT. 8, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 2, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			10,560 17.0				9,630 15.5		9,130 14.7		9,500 15.3						
		AVERAGE AUDIENCE (Households (000) & %)			6,150 9.9				8,630 13.9		8,010 12.9		5,900 9.5						
		SHARE OF AUDIENCE %			22				27		24		18						
		AVG. AUD. BY ¼ HR. %			9.4				13.5		12.6		10.3						
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,050 17.8		12,540 20.2				15,960 25.7								
		AVERAGE AUDIENCE (Households (000) & %)			9,190 14.8		8,760 14.1				9,630 15.5								
		SHARE OF AUDIENCE %			33		28				29								
		AVG. AUD. BY ¼ HR. %			13.6		13.4				12.8								
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,970 22.5				16,080 25.9				14,720 23.7		13,040 21.0				
		AVERAGE AUDIENCE (Households (000) & %)			9,070 14.6				12,360 19.9				13,350 21.5		7,580 12.2				
		SHARE OF AUDIENCE %			32				38				21.4*		26				
		AVG. AUD. BY ¼ HR. %			12.6				17.6				21.7		14.5				
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,530 23.4						15,340 24.7								
		AVERAGE AUDIENCE (Households (000) & %)			8,820 14.2						10,560 17.0								
		SHARE OF AUDIENCE %			29						30								
		AVG. AUD. BY ¼ HR. %			10.6						16.6								
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			9,500 15.3		10,680 17.2				16,020 25.8								
		AVERAGE AUDIENCE (Households (000) & %)			7,890 12.7		7,080 11.4				9,560 15.4								
		SHARE OF AUDIENCE %			30		22				28								
		AVG. AUD. BY ¼ HR. %			12.0		10.0				12.0								
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,130 14.7				8,070 13.0				11,300 18.2		9,630 15.5				
		AVERAGE AUDIENCE (Households (000) & %)			5,840 9.4				5,530 8.9				10,120 16.3		5,710 9.2				
		SHARE OF AUDIENCE %			21				16				16		18				
		AVG. AUD. BY ¼ HR. %			8.2				8.6				9.4		11.4				
TV HOUSEHOLDS USING TV		WK 1	39.7	41.9	43.0	45.5	47.0	48.0	50.6	52.5	53.9	55.0	55.6	55.1	51.6	49.8	46.0	42.0	
(See Def. 1)		WK 2	41.3	41.1	41.1	44.4	47.5	50.2	53.3	55.6	56.7	58.0	58.1	57.9	55.8	53.8	50.8	48.4	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51.

EVE. • THU. SEPT. 9, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 3, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,810 15.8		9,940 16.0		13,230 21.3		10,810 17.4		11,430 18.4		13,480 21.7				
		AVERAGE AUDIENCE (Households (000) & %)				Brady Bunch®		Nanny and the Professor®		Partridge Family®		That Girl®		Odd Couple®			Love, American Style®		
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			10,250 16.5				7,270 11.7		17,570 28.3								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,680 17.2				15,030 24.2							8,070 13.0			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,630 15.5		9,380 15.1		10,610 20.3		9,560 15.4		10,430 16.8		11,670 20.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			7,200 11.6				6,640 10.7		14,030 22.6								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			6,830 11.0				11,360 18.3							5,590 9.0			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	37.4	38.3	40.8	42.7	45.0	47.1	48.8	50.5	51.9	53.6	54.2	54.9	53.1	52.3	50.8	49.9
			WK 2	36.6	38.1	38.3	40.7	42.1	44.1	46.8	49.0	50.9	51.9	52.4	53.0	51.7	51.3	50.4	46.4

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

(1) See page 46 for details of (1) and (2) ratings.

EVE. • FRI. SEPT. 10, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 4, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																						
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				9,690 15.6				10,060 16.2													
	ABC TV				Lawrence Welk Show										Tom Jones In Concert							
	AVERAGE AUDIENCE (Households (000) & %)				7,080 11.4 27	10.2* 26 *			12.6* 29 *	10.4 21	9.9* 21 *		10.9* 22 *									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				9.7	10.8	12.2	13.0	10.1	9.8	11.0		10.9									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				11,990 19.3				13,350 21.5		12,790 20.6		13,480 21.7		14,470 23.3							
	CBS TV				Mission: Impossible ®										My Three Sons®		Arnie®		Mary Tyler Moore Show®		Mannix®	
	AVERAGE AUDIENCE (Households (000) & %)				8,260 13.3 32	12.0* 30 *			14.5* 33 *	18.5 39		11,240 18.1 36		12,050 19.4 38		11,740 18.9 37	18.7* 36 *		19.0* 38 *			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				11.1	13.0	14.1	14.9	17.3	19.6	18.2	18.0	18.8	19.9	18.4	19.0	19.5	18.5				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				8,820 14.2				16,640 26.8													
	NBC TV				NBC Adventure Theater® "THE FOUR KINGS"										NBC NFL Exhibition Football (ST. LOUIS VS KANSAS CITY, 8:30-11:15PM) (1)							
	AVERAGE AUDIENCE (Households (000) & %)				6,460 10.4 24	9.9* 24 *			10.9* 24 *	14.0 29	13.1* 30 *		14.2* 30 *		13.6* 27 *		14.5* 28 *		14.1* 28 *			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				10.0	9.8	10.8	11.0	12.7	13.5	13.9		14.4	14.4	12.7	14.4	14.5	14.0	14.3			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)											5,840 9.4										
	ABC TV				NCAA Football Game (GRANBLING VS MORGAN STATE, 8:30-9:40PM) (1) (2)										NCAA FOOTBALL POST GAME (Prudential Ins. Co.)							
	AVERAGE AUDIENCE (Households (000) & %)				10.5* 28 *	10.7* 26 *			10.2* 23 *	11.0* 23 *		11.4* 23 *	5,530 8.9 17									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				10.3	10.6	10.5	11.0	10.4	9.9	11.2	10.7	11.6	11.3	9.9	8.5						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				12,110 19.5				12,670 20.4		12,980 20.9		15,150 24.4		12,540 20.2							
	CBS TV				Mission: Impossible®										My Three Sons®		Arnie®		Mary Tyler Moore Show®		Mannix®	
	AVERAGE AUDIENCE (Households (000) & %)				8,380 13.5 29	11.9* 27 *			15.0* 31 *	17.8 34		10,990 17.7 34		13,540 21.8 39		10,060 16.2 28	16.5* 29 *		15.9* 28 *			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				11.1	12.8	14.5	15.5	17.0	18.7	16.7	18.7	21.0	22.7	16.6	16.3	16.5	15.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				14,660 23.6						16,080 25.9				28,320 45.6							
	NBC TV				Decisions, Decisions										Timex Presents Peggy Fleming at Sun Valley® (Timex Corp.)			Miss America Pageant (10:00-12:00MD) (1)				
	AVERAGE AUDIENCE (Households (000) & %)				7,140 11.5 26	9.8* 25 *			11.1* 26 *	11.9* 26 *	13.1* 27 *	17.3 32	16.7* 32 *		17.9* 32 *	21,420 34.5 61	30.2* 54 *		33.9* 59 *			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				9.6	10.0	10.8	11.3	12.0	11.8	13.0	13.2	16.9	16.5	16.7	19.0	28.6	31.8	33.4			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	36.3	37.7	38.7	40.8	43.5	44.8	46.1	47.8	49.5	50.8	50.8	51.9	52.1	51.9	50.8	49.6				
		WK 2	37.6	40.1	41.9	45.2	47.9	49.3	51.7	52.0	52.1	53.6	55.1	56.5	56.3	57.5	57.4	56.7				

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

EVE. • SAT. SEPT. 11, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 5, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,480 21.7				13,290 21.4									
	AVERAGE AUDIENCE (Households (000) & %)					9,810 15.8	14.8*		16.9*	7,140 11.5	10.5*		12.1*		11.9*		11.5*		
	SHARE OF AUDIENCE %					37	36 *		37 *	24	22 *		24 *		25 *		24 *		
	AVG. AUD. BY ¼ HR. %					14.4	15.1	16.7	17.2	10.7	10.3	12.0	12.2	12.1	11.6	11.4	11.7		
ABC TV																			
The F.B.I.®																			
ABC Sunday Night Movies® "BATMAN" (9:00-11:10PM) (1)																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	6,640 10.7		6,330 10.2		6,830 11.0		11,550 18.6				10,870 17.5							
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
CBS TV																			
Lassie®																			
Animal World																			
Comedy Playhouse																			
Sonny and Cher Comedy Hour																			
Six Wives Of Henry VIII "CATHERINE PARR" (9:30-11:00PM)																			
W E K 3	TOTAL AUDIENCE (Households (000) & %)	5,400 9.7		5,220 8.4		6,090 9.8		7,450 12.0	10.6*		13.4*	12.4	12.0*		12.9*		12.2*		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 4	TOTAL AUDIENCE (Households (000) & %)			11,740 18.9				9,940 16.0		17,450 28.1				12,610 20.3					
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
NBC TV																			
Wonderful World of Disney®																			
Cat Ballou—Part I (Procter & Gamble)																			
Bonanza®																			
Bold Ones®																			
W E K 5	TOTAL AUDIENCE (Households (000) & %)	6,400 10.3				19,380 31.2				20,370 32.8									
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
ABC TV																			
Visit With the First Lady																			
The F.B.I.																			
ABC Sunday Night Movies "OWEN MARSHALL, COUNSELOR AT LAW" (9:00-11:00PM)																			
W E K 6	TOTAL AUDIENCE (Households (000) & %)	3,730 6.0	5.3*		6.6*	15,770 25.4	23.7*		27.1*	14,590 23.5	23.6*		23.6*		23.7*		23.0*		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 7	TOTAL AUDIENCE (Households (000) & %)	7,080 11.4		6,890 11.1		8,010 12.9				18,130 29.2									
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
CBS TV																			
Lassie®																			
Animal World																			
Doris Kappelhoff Special®																			
CBS NFL Exhibition Football (DETROIT VS PHILADELPHIA, 9:00-12:00MD) (1)																			
W E K 8	TOTAL AUDIENCE (Households (000) & %)	5,530 9.3		5,340 8.6		4,970 8.0	7.8*		8.2*	8,320 13.4	13.5*		15.0*		14.6*		14.6*		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 9	TOTAL AUDIENCE (Households (000) & %)			13,910 22.4		13,720 22.1				16,830 27.1									
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
NBC TV																			
Hey, Hey, Hey It's Fat Albert®																			
Funny Side: Sneak Preview																			
Jane Eyre® (Bell Telephone System)																			
W E K 10	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV WK 1 WK 2																			
(See Def. 1)																			
32.5 33.1 35.1 37.4 39.9 42.4 43.9 46.4 47.6 49.8 50.3 50.2 48.3 48.0 47.5 47.4																			
45.0 46.9 48.7 50.8 52.5 54.8 57.7 60.7 59.7 60.3 60.6 60.4 60.6 60.4 60.1 57.7																			

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

(1) FOR R.F.M. RATINGS. SEE OP PAGES.

EVE. • SUN. SEPT. 12, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 13, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,510 13.7		15,960 25.7										
	ABC TV					Nanny and the Professor						ABC Monday Night Movies "REAR WINDOW" (8:30-10:45PM) ®						Alfred Hitchcock (10:45-11:00PM) (Sustainer)
	AVERAGE AUDIENCE (Households (000) & %)					7,080 11.4		9,810 15.8				15.3* 23 *		17.2* 26 *		18.6* 30 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.3	12.6	25 10.2	17 * 11.3	14.6	16.0	17.4	17.0	18.4	18.8	18.9		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,380 29.6				17,080 27.5		13,720 22.1		15,090 24.3		13,290 21.4		
	CBS TV							Guns smoke		Here's Lucy		Doris Day Show		My Three Sons		Arnie		
	AVERAGE AUDIENCE (Households (000) & %)					14,410 23.2				15,770 25.4		12,480 20.1		13,230 21.3		12,050 19.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 20.8	21.5* 22.2	25.0* 24.4	38 * 25.6	38 25.0	25.7	30 20.5	19.7	35 20.6	22.0	36 19.2	19.5	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,760 28.6				19,380 31.2				13,600 21.9				
	NBC TV					NBC Nightly News (Sustainer)			Rowan & Martin Laugh-In		Chrysler Presents The Bob Hope Show (Chrysler Corp.)				It's A Wacky World			
	AVERAGE AUDIENCE (Households (000) & %)					13,790 22.2				14,970 24.1				7,950 12.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 22.2	20.2* 22.2	24.1* 24.4	27 * 25.6	27 * 25.0	22.6* 25.7	23.8 27.8	25.6* 28.1	22.8 25.6	15.0* 22.0	20.7* 25.6	20.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,320 15.0				20,740 33.4								
	ABC TV					Nanny and the Professor								ABC NFL Football Game (MINNESOTA VS DETROIT, 9:00-12:00MC) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					8,070 13.0				12,050 19.4		18.4* 27 *		19.8* 29 *		19.8* 30 *		20.0* 34 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.0				33 17.8	18.4* 19.1	27 * 19.9	29 * 19.8	31 * 19.2	30 * 20.3	34 * 19.2	34 * 20.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,370 32.8				17,760 28.6		15,900 25.6		14,470 23.3		12,730 20.5		
	CBS TV							Guns smoke		Here's Lucy		Doris Day Show		My Three Sons		Arnie		
	AVERAGE AUDIENCE (Households (000) & %)					15,650 25.2				16,020 25.8		14,530 23.4		13,410 21.6		11,050 17.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 22.3	23.3* 24.3	27.1* 26.9	41 * 27.2	37 25.0	26.6 26.6	34 23.5	31 23.2	33 21.6	31 21.5	31 17.3	31 17.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,820 28.7				21,740 35.0								
	NBC TV							Rowan & Martin Laugh-In						NBC Monday Night at the Movies "THE ALAMO" PART 11 (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					12,920 20.8				14,280 23.0				24.3* 35 *		24.1* 36 *		19.9* 34 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.3	18.8* 19.2	22.9* 22.1	35 * 23.7	35 23.6	23.6* 23.6	34 * 24.7	35 * 23.9	36 * 24.5	36 * 23.8	34 * 24.1	34 * 15.8	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		49.2	50.1	51.1	52.9	55.0	60.0	64.2	66.6	66.8	67.9	67.3	66.2	63.1	60.2	55.5	50.9	
WK 2		50.5	52.6	53.0	56.2	60.5	62.7	64.2	66.8	68.6	71.0	69.9	69.0	66.6	65.7	61.2	54.8	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. SEPT. 20, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 14, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			13,480 21.7				20,240 32.6							22,110 35.6			
		AVERAGE AUDIENCE (Households (000) & %)			9,940 16.0				15,090 24.3							18,070 29.1			
		SHARE OF AUDIENCE %			31	14.8*			31*	39	21.7*		23.9*		27.2*	29.1	27.2*		31.1*
		AVG. AUD. BY ¼ HR. %			14.4	15.2		16.5	17.8	20.6	22.8	23.4	24.3	27.0	27.5	26.5	27.8	31.1	31.1
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,670 20.4				12,540 20.2				12,480 20.1						
		AVERAGE AUDIENCE (Households (000) & %)			8,630 13.9	12.8*			14.9*	15.2	14.4*		16.0*	16.3	16.2*			16.5*	
		SHARE OF AUDIENCE %			27	26*			27*	25	24*		25*	27	26*			28*	
		AVG. AUD. BY ¼ HR. %			12.7	13.0		14.3	15.5	14.4	14.5	15.6	16.4	15.9	16.5		17.1	15.8	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			16,770 27.0								9,940 16.0						
		AVERAGE AUDIENCE (Households (000) & %)			11,430 18.4	16.0*			19.3*	35*	19.5*		18.6*	6,830 11.0				10.5*	
		SHARE OF AUDIENCE %			32	32*			35*	32*	32*		29*	18				18*	
		AVG. AUD. BY ¼ HR. %			15.5	16.5		19.7	20.0	19.7	19.3	19.4	17.4	11.6	11.4		10.9	10.1	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,010 22.0				13,070 21.8							21,180 34.1			
		AVERAGE AUDIENCE (Households (000) & %)			11,550 18.6	17.5*			15,280 24.6							16,580 26.7			29.1*
		SHARE OF AUDIENCE %			33	33*			33*	39	38*		39*		25.5*	26.7	24.2*		53*
		AVG. AUD. BY ¼ HR. %			16.5	18.4	19.7	19.8	22.8	24.3	24.9	24.8	25.8	25.2	23.8	24.7	28.9	29.3	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,290 21.4				14,970 24.1				15,530 25.0						
		AVERAGE AUDIENCE (Households (000) & %)			9,130 14.7	13.9*			12,360 19.9					12,300 19.8				20.1*	
		SHARE OF AUDIENCE %			26	26*			26*	31	30*		33*	32	31*			33*	
		AVG. AUD. BY ¼ HR. %			13.5	14.2	15.4	15.7	18.7	19.3	20.6	20.9	19.2	19.8	20.6	19.7			
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,210 24.5				13,040 21.0				11,300 18.2						
		AVERAGE AUDIENCE (Households (000) & %)			12,110 19.5	18.6*			10,250 16.5					8,140 13.1				12.5*	
		SHARE OF AUDIENCE %			35	35*			34*	26	26*		26*	21	22*			20*	
		AVG. AUD. BY ¼ HR. %			18.1	19.1	20.1	20.7	16.9	16.2	16.2	16.6	13.7	13.5	13.2	11.9			
TV HOUSEHOLDS USING TV			WK 1	43.3	45.1	48.7	50.3	53.5	56.5	58.9	61.3	63.3	63.8	61.2	61.4	60.1	58.6	54.6	53.0
(See Def. 1)			WK 2	45.1	47.7	52.1	55.4	58.5	60.0	62.1	62.8	63.7	63.9	62.9	63.1	62.0	60.3	56.1	54.0

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat; See page B.

(OP) Other Programs: See Pages 72-77

EVE. • TUE. SEPT. 21, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 15, 1971

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV					8,260 13.3		9,560 15.4		8,320 13.4		7,330 11.8		9,380 15.1				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					7,080 11.4		8,450 13.6		7,510 12.1		6,580 10.6		7,640 12.3		12.4*		12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.1	11.6	22 13.0	14.2	19 12.0	12.1	17 10.8	10.4	22 12.3		21* 12.4	12.2	22* 12.2
W E E K 2	CBS TV					16,950 27.3				16,520 26.6				14,970 24.1				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					12,050 19.4	19.2*		19.6*	13,290 21.4	20.4*		22.5*	12,850 20.7	20.9*		20.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.8	34* 19.5	39 19.7	36* 19.4	33 20.2	32* 20.6	32* 22.2	35* 22.8	37 20.8	30* 20.9	20.9	37* 20.9	37* 19.4
W E E K 1	NBC TV					14,470 23.3		19,500 31.4						14,660 23.6				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					12,850 20.7		15,210 24.5	22.5*		25.1*		25.8*	11,860 19.1	20.0*		18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 19.4	22.1	39 24.0	36* 23.0	39 24.7	39* 25.6	40* 26.2	40* 27.1	34 20.5	34* 19.5	34* 19.5	33* 18.4	33* 17.9
W E E K 2	ABC TV					9,630 15.5		9,870 15.9		8,880 14.3		7,580 12.2		6,320 14.2				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					8,200 13.2		8,820 14.2		8,070 13.0		6,520 10.5		6,640 10.7		10.8*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.8	13.6	23 14.0	14.3	20 12.7	13.3	16 10.5	10.5	19 11.1	18* 10.5	18* 10.8	19* 10.8	19* 10.3
W E E K 2	CBS TV					18,570 29.9				18,200 29.3				17,330 27.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					13,660 22.0	21.1*		23.0*	14,780 23.8	23.4*		24.1*	14,900 24.0	24.4*		23.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.6	35* 21.6	35* 23.3	37* 22.7	37 22.9	37* 23.9	38* 24.1	38* 24.2	42 24.2	41* 24.7	42* 24.5	42* 22.7	42* 22.7
W E E K 2	NBC TV					14,660 23.6		19,500 31.4						14,350 23.1				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					13,040 21.0		13,910 22.4	20.5*		22.5*		24.1*	11,920 19.2	19.9*		18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 20.0	22.0	35 20.0	33* 21.0	33* 22.3	35* 22.8	35* 23.9	38* 24.3	33 20.2	33* 19.6	33* 19.0	33* 17.9	33* 17.9
TV HOUSEHOLDS USING TV		WK 1	44.2	46.5	48.3	51.4	54.5	57.6	60.5	63.2	63.7	64.4	64.4	63.6	59.0	57.7	56.1	54.0
(See Def. 1)		WK 2	46.7	50.0	52.5	56.0	58.6	60.8	61.8	62.8	63.1	64.1	63.9	63.9	59.9	59.0	57.3	54.4

U.S. TV Households: 62,100,000
(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page B. (CP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. SEPT. 22, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 16, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,400 24.8						13,170 21.2				11,550 18.6				
AVERAGE AUDIENCE (Households (000) & %)			10,120 16.3	15.8*		16.8*		16.4*	10,740 17.3	17.1*		17.5*	9,130 14.7	15.0*		14.5*	
SHARE OF AUDIENCE %			28	30 *		29 *		27 *	28	28 *		29 *	26	26 *		26 *	
AVG. AUD. BY ¼ HR. %			15.0	16.7	17.1	16.5	16.5	16.3	16.8	17.4	17.5	17.5	14.9	15.0	14.7	14.3	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,240 18.1				20,930 33.7								
AVERAGE AUDIENCE (Households (000) & %)					8,570 13.8	13.1*		14.6*	13,230 21.3	20.4*		21.1*		21.9*		21.4*	
SHARE OF AUDIENCE %					23	22 *		24 *	37	33 *		34 *		37 *		38 *	
AVG. AUD. BY ¼ HR. %					12.4	13.8	14.3	14.8	20.1	20.6	21.2	21.0	22.2	21.6	21.3	21.5	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,560 33.1				16,150 26.0				13,660 22.0				
AVERAGE AUDIENCE (Households (000) & %)					17,200 27.7	26.4*		28.9*	12,670 20.4	20.9*		19.9*	10,620 17.1	17.5*		16.8*	
SHARE OF AUDIENCE %					46	45 *		47 *	33	34 *		32 *	30	30 *		30 *	
AVG. AUD. BY ¼ HR. %					25.1	27.8	28.7	29.1	20.4	20.9	19.8	19.9	17.9	17.9	17.2	16.3	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,550 18.6				15,030 24.2				12,920 20.8				
AVERAGE AUDIENCE (Households (000) & %)					9,130 14.7	14.2*		15.2*	12,050 19.4	19.0*		19.9*	11,120 17.9	17.8*		18.1*	
SHARE OF AUDIENCE %					24	24 *		24 *	32	31 *		33 *	33	32 *		35 *	
AVG. AUD. BY ¼ HR. %					14.0	14.4	15.0	15.4	18.3	19.7	20.1	19.7	17.7	17.9	18.2	17.9	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,170 19.6				17,140 27.6								(2)
AVERAGE AUDIENCE (Households (000) & %)					8,570 13.8	12.9*		14.8*	11,240 18.1	18.6*		18.4*		18.6*		16.8*	
SHARE OF AUDIENCE %					23	22 *		24 *	31	30 *		30 *		33 *		32 *	
AVG. AUD. BY ¼ HR. %					12.3	13.5	14.4	15.2	18.6	18.6	18.5	18.2	19.0	18.1	18.1	14.9	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,670 34.9				15,650 25.2				12,730 20.5				
AVERAGE AUDIENCE (Households (000) & %)					17,330 27.9	27.2*		28.6*	11,670 18.8	20.0*		17.6*	9,870 15.9	16.0*		15.9*	
SHARE OF AUDIENCE %					46	46 *		46 *	31	32 *		29 *	29	28 *		30 *	
AVG. AUD. BY ¼ HR. %					26.5	27.9	28.7	28.6	20.9	19.2	18.0	17.3	15.9	16.0	15.7	16.1	
W																	
TV HOUSEHOLDS USING TV	WK 1	WK 2	46.5	49.0	51.3	53.6	57.8	60.1	61.4	62.0	60.9	61.4	61.4	61.4	59.1	58.0	56.3
(See Def. 1)			49.5	50.8	51.9	54.8	58.1	60.7	62.4	63.2	62.3	61.8	61.3	60.0	57.6	55.3	54.1

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • THU. SEPT. 23, 1971

(1) 10:55-11:00PM (SUSTAINER)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 17, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,430 18.4		13,660 22.0		11,300 18.2		12,230 19.7		13,720 22.1				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					10,430 16.8		12,110 19.5		10,370 16.7		11,240 18.1		10,990 17.7		17.5*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 16.4	17.3	35 19.3	19.7	29 16.5	16.9	32 18.0	18.2	32 17.4		30 *	17.6	33 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,450 13.6		15,590 25.1				16,460 26.5						
	CBS TV					Chicago Teddy Bears		O'Hara, U.S. Treasury						New CBS Friday Night Movies "TERROR IN THE SKY" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					7,140 11.5		11,490 18.5	16.9*			12,360 19.9	18.3*			19.9*		21.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.1	12.0	33 16.4	31 *	20.1	35 *	35 18.0	32 *			35 *	20.3	40 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					12,170 19.6		16,700 26.9										
	NBC TV					The D.A.						NBC World Premiere Movie "ONCE UPON A DEAD MAN" (8:30-10:30PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,680 17.2		10,310 16.6	16.6*		16.7*	17.2*	17.2*			16.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 16.8	17.7	29 17.3	30 *	16.7	29 *	30 *	30 *			28 *		
W E K 4	TOTAL AUDIENCE (Households (000) & %)					12,420 20.0		11,600 19.1		11,860 19.1		12,670 20.4		11,050 17.8				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					11,120 17.9		12,300 19.8		10,870 17.5		11,740 18.9		11,050 17.8		17.3*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 17.1	18.7	35 19.6	19.9	31 17.5	34 17.6	34 18.9	19.0	34 17.4		31 *	17.2	37 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					11,050 17.8		14,900 24.0				15,710 25.3						
	CBS TV					Chicago Teddy Bears		O'Hara, U.S. Treasury						New CBS Friday Night Movies "A TATTERED WEB" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,500 15.3		11,860 19.1	18.5*			11,300 18.2	17.8*			17.8*		19.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.1	15.6	34 18.3	33 *	19.8	35 *	34 17.8	32 *	32 *		32 *	18.0	38 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)					9,940 16.0		15,900 25.6										
	NBC TV					The D.A.												
	AVERAGE AUDIENCE (Households (000) & %)					8,690 14.0		9,810 15.8	14.5*			16.4*	16.3*			16.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.0	14.0	28 14.5	26 *	16.2	29 *	29 *	29 *	29 *		29 *	16.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		44.6	45.6	47.5	49.9	52.0	53.1	55.0	55.4	56.7	57.6	57.1	57.5	57.6	57.6	55.2	53.7	
WK 2		44.5	46.5	47.2	49.6	52.2	53.8	56.0	56.5	56.6	56.6	56.2	56.2	55.9	54.4	50.7	48.6	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • FRI. SEPT. 24, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 18, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					4,350 7.0	7,640 12.3	14,660 23.6						10,560 17.0				
		AVERAGE AUDIENCE (Households (000) & %)					4,600 7.4	6,270 10.1	9,500 15.3	14.3*		15.0*		16.5*	13.3 25	13.7*		12.8*	
		SHARE OF AUDIENCE %					15	19	27	26 *		27 *		30 *	25	25 *		25 *	
		AVG. AUD. BY ¼ HR. %	14.1	14.7	13.7	7.4	9.3	10.8	14.1	14.4	14.7	15.4	16.5	16.5	13.6	13.9	12.8	12.8	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,340 24.7	13,970 22.5	15,340 24.7						12,230 19.7				
		AVERAGE AUDIENCE (Households (000) & %)					13,600 21.9	12,610 20.3	13,230 21.3						10,060 16.2	16.5*		16.0*	
		SHARE OF AUDIENCE %					40	36	38						31	31 *		31 *	
		AVG. AUD. BY ¼ HR. %					21.4	22.4	20.3	20.4	21.1	21.5	19.5	19.5	16.2	16.7	16.4	15.6	
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					8,450 13.6	9,870 15.9	17,760 28.6										
		AVERAGE AUDIENCE (Households (000) & %)					7,020 11.3	8,880 14.3	11,430 18.4										
		SHARE OF AUDIENCE %					21	26	34										
		AVG. AUD. BY ¼ HR. %					10.8	11.9	14.3										
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					7,580 12.2	12,610 20.3											
		AVERAGE AUDIENCE (Households (000) & %)					6,460 10.4	8,690 14.0	13.3*						8,570 13.8	13.8*		13.7*	
		SHARE OF AUDIENCE %					18	24	23 *						25	24 *		25 *	
		AVG. AUD. BY ¼ HR. %					10.0	10.7	13.4	13.2	13.8	14.3	15.0	14.5	13.7	14.0	13.7	13.6	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,060 30.7	17,200 27.7	15,590 25.1						13,790 22.2				
		AVERAGE AUDIENCE (Households (000) & %)					17,570 28.3	15,400 24.8	13,970 22.5						10,680 17.2	17.8*		16.6*	
		SHARE OF AUDIENCE %					49	43	38						31	31 *		30 *	
		AVG. AUD. BY ¼ HR. %					27.9	28.7	24.8	24.8	22.5	22.5	22.2	22.2	18.3	17.3	16.5	16.7	
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,940 16.0	10,250 16.5	17,200 27.7										
		AVERAGE AUDIENCE (Households (000) & %)					8,760 14.1	8,760 14.1	11,740 18.9										
		SHARE OF AUDIENCE %					25	24	33										
		AVG. AUD. BY ¼ HR. %					13.9	14.4	17.6										

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

(OP) Other Programs: See Pages 72-77

(2) Repeat, See page B.

(3) END PERM. RATINGS. SEE OP. PAGES. □ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

EVE. • SAT. SEPT. 25, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 19, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	11,490 18.5				13,720 22.1				22,420 36.1								
	ABC TV	Jackson 5 Special "GOIN' BACK TO INDIANA"																
	AVERAGE AUDIENCE (Households (000) & %)	7,510 12.1				11,360 18.3				14,970 24.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 11.5	11.9* 12.3			12.4* 12.1	18.3 16.5	17.3* 18.0	29* 19.4	31* 19.4	20.5	19.9* 24.6	30* 24.5	24.5* 24.5	24.2	24.1* 24.1	25.6	25.9* 26.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			23,160 37.3								16,890 27.2						
	CBS TV	CBS Sunday Night Movies "GUESS WHO'S COMING TO DINNER" (7:30-9:30PM)																
	AVERAGE AUDIENCE (Households (000) & %)			16,640 26.8				26.2* 26.6	28.1* 28.7			13,660 22.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			44 21.0	41* 24.4		25.8	43* 26.6	44* 27.6		30.6	45* 29.4	34 22.3	34* 21.8	22.5	22.0* 21.5		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			12,980 20.9				10,120 16.3		12,300 19.8				11,920 19.2				
	NBC TV	Wonderful World of Disney "CHARLIE CROWFOOT AND THE COAT-OF-ARMOR"																
	AVERAGE AUDIENCE (Households (000) & %)			9,750 15.7				8,880 14.3			8,940 14.4				9,560 15.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 14.8	28* 16.1		16.3	27* 15.8	22 14.2		22 14.3	13.0* 13.5	20* 15.4	15.8* 16.2	24* 14.0	15.4 14.5	14.2* 14.5	16.5* 16.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	10,870 17.5				15,710 25.3				20,120 32.4								
	ABC TV	Undersea World of Jacques Cousteau "THE UNDISCOVERED SEA" (10:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	6,960 11.2				12,110 19.5				12,980 20.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 11.0	11.1* 11.2			11.3* 11.6	19.5 17.5	17.9* 18.3	30* 20.7	21.2* 21.6	20.9 18.3	18.4* 18.5	29* 21.3	21.6* 21.9	34* 21.4	21.3* 21.2	22.3* 23.3	29* 21.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			20,990 33.8								14,280 23.0						
	CBS TV	CBS Sunday Night Movies "BANDOLERO" (7:30-9:30PM)																
	AVERAGE AUDIENCE (Households (000) & %)			12,670 20.4				19.4* 19.5		21.2* 21.7			11,670 18.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 10.9	33* 18.0		19.3	33* 19.5	34* 20.7	34* 21.7	36* 23.4	30 23.2	30 18.0	28* 18.3	32* 19.8	19.5* 19.2		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			14,160 22.8				10,990 17.7		16,580 26.7				13,540 21.8				
	NBC TV	Wonderful World of Disney "HACKSAW" PART 1																
	AVERAGE AUDIENCE (Households (000) & %)			10,180 16.4				9,810 15.8			13,040 21.0				10,990 17.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 15.1	28* 15.6		17.2	29* 17.6	26 15.6	33 16.0	30* 18.9	19.3* 19.8	30* 22.6	35* 22.6	31 16.9	16.7* 16.5	18.7* 18.6	34* 18.9
TV HOUSEHOLDS USING TV WK 1		48.9	50.8	54.3	57.5	59.5	61.5	63.0	64.2	65.3	66.8	65.6	65.7	63.8	62.8	58.8	56.3	
(See Def. 1) WK 2		46.2	49.9	53.2	55.5	58.4	59.5	60.6	62.5	63.6	64.2	64.3	64.4	61.5	59.9	56.3	53.6	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. SEPT. 26, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 27, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,140 13.1				19,560 31.5								
	ABC TV					Nanny and the Professor								ABC NFL Football Game (NEW YORK VS ST. LOUIS, 9:00-11:40PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)					7,080 11.4				11,800 19.0	17.4*		19.5*			20.7*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.3	11.4			33 16.5	27 *		30 *			33 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,320 29.5				15,460 24.9		13,540 21.8		11,990 19.3		10,180 16.4		
	CBS TV					Gunsmoke				Here's Lucy		Doris Day Show		My Three Sons		Arnie		
	AVERAGE AUDIENCE (Households (000) & %)					14,350 23.1	21.4*		24.8*	13,850 22.3		12,300 19.8		10,870 17.5		9,000 14.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 20.4	37 *		39 *	33 21.7	22.8	31 19.9	19.7	28 17.6	17.3	26 14.6		14.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,950 28.9				21,800 35.1								
	NBC TV					Rowan & Martin Laugh-In						NBC Monday Night at the Movies "WHERE WERE YOU WHEN THE LIGHTS WENT OUT?" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					12,730 20.5	18.6*		22.4*	13,790 22.2	24.0*		23.5*			22.2*		19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 17.9	32 *		36 *	36 22.2	36 *		36 *			36 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,330 11.8				21,920 35.3								
	ABC TV					Nanny and the Professor								ABC NFL Football Game (OAKLAND VS CLEVELAND, 9:00-12:00PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)					6,400 10.3				13,410 21.6	19.7*		22.8*			23.0*		22.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.0		10.6		36 18.7	29 *		33 *			35 *		37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,880 30.4				15,400 24.8		13,540 21.8		11,430 18.4		9,250 14.9		
	CBS TV					Gunsmoke				Here's Lucy		Doris Day Show		My Three Sons		Arnie		
	AVERAGE AUDIENCE (Households (000) & %)					14,900 24.0	22.9*		25.1*	14,030 22.6		12,300 19.8		10,740 17.3		8,320 13.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 22.4	37 *		38 *	33 21.7	23.5	29 20.0	19.7	27 17.3	17.2	23 13.6		13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,320 29.5				19,930 32.1								
	NBC TV					Rowan & Martin Laugh-In						NBC Monday Night at the Movies "SPEEDWAY" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					13,540 21.8	19.3*		24.2*	13,910 22.4	23.1*		23.4*			22.4*		20.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 18.3	31 *		37 *	34 23.4	34 *		34 *			35 *		36 *
TV HOUSEHOLDS USING TV		WK 1	49.1	49.5	50.9	53.6	57.2	59.8	61.6	63.9	66.5	67.3	65.3	64.3	63.1	60.8	57.1	53.0
(See Def. 1)		WK 2	50.1	54.3	56.6	58.8	60.7	62.4	63.9	66.6	67.9	69.7	69.2	68.6	64.9	62.9	59.7	57.0

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • MON. OCT. 4, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 28, 1971

Nelson Television TV Audience Estimates																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		14,660 23.6				20,370 32.8						21,920 35.3				
	AVERAGE AUDIENCE (Households (000) & %)		11,360 18.3		17.2*		15,840 25.5		23.2*		25.8*		17,330 27.9		27.1*		28.7*
	SHARE OF AUDIENCE %		33		33 *		33 *		40 *		40 *		43 *		45 *		53 *
	AVG. AUD. BY ¼ HR. %		16.5		18.0		19.0		19.9		22.6		23.8		25.5		26.1
	Mod Squad ————— Movie of the Week "FIVE DESPERATE WOMEN" ————— Marcus Welby, M.D. —————																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		13,600 21.9				15,770 25.4				14,030 22.6						
	AVERAGE AUDIENCE (Households (000) & %)		9,560 15.4		14.4*		13,410 21.6		20.9*		10,740 17.3		17.3*		17.2*		
	SHARE OF AUDIENCE %		28		27 *		28 *		34 *		35 *		27 *		28 *		
	AVG. AUD. BY ¼ HR. %		14.3		14.5		15.6		17.0		20.1		21.7		22.6		22.1
	Glen Campbell Hour ————— Hawaii Five-O ————— Cannon —————																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		13,790 22.2				11,180 18.0				11,800 19.0						
	AVERAGE AUDIENCE (Households (000) & %)		10,990 17.7		16.6*		8,820 14.2		14.5*		8,320 13.4		14.4*		12.3*		
	SHARE OF AUDIENCE %		32		31 *		32 *		23 *		21 *		22 *		23 *		
	AVG. AUD. BY ¼ HR. %		17.2		17.5		18.7		19.1		20.0		20.0		20.0		
	Ironside ————— Sarge ————— Funny Side —————																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		16,890 27.2				22,290 35.9						23,100 37.2				
	AVERAGE AUDIENCE (Households (000) & %)		13,290 21.4		19.6*		17,450 28.1		27.1*		27.3*		30.0*		31.5		32.9*
	SHARE OF AUDIENCE %		36		35 *		38 *		44		43 *		48 *		56		61 *
	AVG. AUD. BY ¼ HR. %		19.1		20.2		22.5		24.0		27.2		26.9		27.1		27.4
	Mod Squad ————— Movie of the Week "THE LAST CHILD" ————— Marcus Welby, M.D. —————																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		13,660 22.0				15,460 24.9				13,720 22.1						
	AVERAGE AUDIENCE (Households (000) & %)		10,000 16.1		15.5*		12,730 20.5		19.8*		11,180 18.0		18.1*		17.8*		
	SHARE OF AUDIENCE %		27		28 *		27 *		32		33 *		29 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %		14.7		16.3		16.3		17.2		18.9		20.7		21.3		21.1
	Glen Campbell Hour ————— Hawaii Five-O ————— Cannon —————																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		15,210 24.5				11,490 18.5				9,690 15.6						
	AVERAGE AUDIENCE (Households (000) & %)		12,230 19.7		18.5*		9,500 15.3		15.3*		6,520 10.5		11.4*		9.5*		
	SHARE OF AUDIENCE %		33		33 *		34 *		24		24 *		17		18 *		16 *
	AVG. AUD. BY ¼ HR. %		17.4		19.5		21.1		20.9		15.5		15.2		14.9		11.5
	Ironside ————— Sarge ————— Funny Side —————																

TV HOUSEHOLDS USING TV	WK 1	WK 2	46.0	48.1	51.4	54.2	56.9	60.0	61.3	62.7	64.5	65.0	63.7	63.5	61.3	59.8	55.8	52.9
(See Def. 1)			48.6	52.1	54.9	57.6	60.8	62.9	63.4	64.2	64.0	63.5	62.2	62.5	60.3	59.4	54.8	52.1

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • TUE. OCT. 5, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 29, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

45.9	48.2	49.2	52.7	57.6	59.4	60.9	61.0	60.4	61.0	61.4	60.9	57.7	57.1	55.5	53.2
47.1	49.0	51.8	54.5	58.3	61.1	61.7	63.1	64.0	64.7	63.7	62.9	59.0	57.7	56.3	54.2

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • WED. OCT. 6, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 30, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,670 20.4				13,600 21.9				11,610 18.7				
AVERAGE AUDIENCE (Households (000) & %)					9,870 15.9	15.1*			11,180 18.0	18.1*			9,630 15.5	15.6*			15.3*
SHARE OF AUDIENCE %					26	26 *			29	29 *			30 *	28	27 *		28 *
AVG. AUD. BY ¼ HR. %					14.0	16.1	16.4		17.0	17.6	18.5	18.2	17.7	15.6	15.7	15.5	15.1
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,610 18.7				17,570 28.3								
AVERAGE AUDIENCE (Households (000) & %)					8,380 13.5	12.8*			12,300 19.8	18.9*			19.9*	20.3*			20.2*
SHARE OF AUDIENCE %					22	22 *			34	31 *			33 *	36 *			37 *
AVG. AUD. BY ¼ HR. %					12.4	13.2	14.0		14.3	17.9	19.9	20.1	19.7	20.4	20.2	20.4	19.8
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,560 33.1				14,280 23.0					12,670 20.4			
AVERAGE AUDIENCE (Households (000) & %)					15,210 24.5	23.5*			10,430 16.8	17.9*			15.8*	8,880 14.3	14.5*		14.2*
SHARE OF AUDIENCE %					40	40 *			27	29 *			26 *	26 *	25 *		26 *
AVG. AUD. BY ¼ HR. %					12.4	13.2	14.0		14.3	17.9	19.9	20.1	19.7	20.4	20.2	20.4	19.8
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					7,580 12.2	11,300 18.2			14,720 23.7				10,360 19.9				
AVERAGE AUDIENCE (Households (000) & %)					7,330 11.8	8,820 14.2			12,110 19.5	19.2*			10,120 16.3	16.7*			15.8*
SHARE OF AUDIENCE %					22	23			31	31 *			31 *	28	28 *		28 *
AVG. AUD. BY ¼ HR. %					11.8	13.5	14.0	14.2	15.2	19.1	20.0	19.4	16.7	16.8	16.2	15.4	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,060 16.2	11,610 18.7			17,570 28.3								
AVERAGE AUDIENCE (Households (000) & %)					9,810 15.8	8,880 14.3			12,050 19.4	19.6*			20.3*	19.3*			18.3*
SHARE OF AUDIENCE %					29	23			32	31 *			32 *	33 *			33 *
AVG. AUD. BY ¼ HR. %					15.8	13.6	14.2	14.5	14.8	20.3	20.7	20.0	19.6	19.0	19.0	17.6	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,370 16.7	20,930 33.7			14,470 23.3				13,850 22.3				
AVERAGE AUDIENCE (Households (000) & %)					10,060 16.2	17,200 27.7			11,050 17.8	17.9*			11,300 18.2	18.3*			18.1*
SHARE OF AUDIENCE %					30	45			28	29 *			28 *	31 *			32 *
AVG. AUD. BY ¼ HR. %					16.2	24.9	27.3	29.4	29.2	18.4	17.3	17.6	18.0	18.4	18.2	18.0	
W																	
TV HOUSEHOLDS USING TV WK 1	44.3	46.9	49.3	53.0	57.3	61.1	62.8	64.2	61.9	61.9	60.8	59.9	57.6	56.2	55.4	52.1	
WK 2	47.6	51.7	55.8	58.2	59.3	61.3	63.1	64.4	62.7	62.8	63.8	62.7	59.4	58.8	57.3	54.6	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • THU. OCT. 7, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 1, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,170 21.2		14,660 23.6		14,030 22.6		13,910 22.4		13,480 21.7					
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style			
	AVERAGE AUDIENCE (Households (000) & %)					11,670 18.8		13,660 22.0		13,290 21.4		12,300 19.8		10,870 17.5		17.9*		17.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 17.7	19.9	41 21.4	22.6	39 21.0	21.7	37 19.8	19.7	34 18.1	17.7	34 *	17.7	35 *	16.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,320 13.4		13,410 21.6				15,960 25.7							
	CBS TV					Chicago Teddy Bears				O'Hara, U.S. Treasury						New CBS Friday Night Movies "THE DEADLY HUNT" (9:30-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					7,080 11.4		10,250 16.5	15.5*		17.5*	17.9	17.7*			17.4*		18.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.7	11.1	30 15.0	29 *	16.0	32 *	35	33 *	17.2	17.5	33 *	18.7	38 *	18.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,310 16.6		14,470 23.3											
	NBC TV					The D.A.													
	AVERAGE AUDIENCE (Households (000) & %)					9,190 14.8		8,200 13.2	13.8*		12.8*		12.9*			13.2*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 22.9		25 22.2	26 *		23 *		24 *			25 *			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style			
	AVERAGE AUDIENCE (Households (000) & %)					12,670 20.4		13,350 21.5		12,300 19.8		11,610 18.7		12,050 19.4		18.6*		20.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 19.8	21.1	39 21.1	22.0	35 19.2	20.3	33 18.9	18.4	36 18.3	19.0	34 *	20.3	38 *	19.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,260 13.3		15,710 25.3				16,460 26.5							
	CBS TV					Chicago Teddy Bears				O'Hara, U.S. Treasury						New CBS Friday Night Movies "THE FACE OF FEAR" (9:30-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					7,450 12.0		12,230 19.7	18.1*		21.3*	20.0	19.2*			20.1*		20.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.1	11.9	35 17.5	32 *	18.7	37 *	37	34 *	20.2	20.0	37 *	21.1	39 *	20.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,560 17.0		13,720 22.1											
	NBC TV					The D.A.													
	AVERAGE AUDIENCE (Households (000) & %)					9,320 15.0		7,020 11.3	12.6*		11.3*		11.2*			10.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 14.8	15.3	20 13.2	23 *	12.0	20 *	11.0	20 *	10.7	10.4	18 *	9.8		
TV HOUSEHOLDS USING TV		WK 1	43.4	44.1	45.7	48.1	49.1	51.8	53.6	54.6	54.4	54.9	53.6	53.5	53.1	52.6	49.5	48.2	
(See Def. 1)		WK 2	45.7	48.6	51.6	52.1	52.9	54.6	55.4	56.2	56.6	57.5	56.6	55.4	54.9	54.4	53.7	51.9	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • FRI. OCT. 8, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 2, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,570 13.8		16,330 26.3						10,930 17.6				
	ABC TV							Getting Together										
	AVERAGE AUDIENCE (Households (000) & %)					7,390 11.9		11,740 18.9						8,760 14.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.3		33 18.0						27 15.2				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,510 29.8		14,900 24.0		13,910 22.4		13,040 21.0		12,980 20.9				
	CBS TV							All In The Family										
	AVERAGE AUDIENCE (Households (000) & %)					16,700 26.9		12,850 20.7		12,480 20.1		12,050 19.4		10,370 16.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					49 25.9		36 21.2		35 19.8		34 20.4		32 19.6				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,630 13.9		8,380 13.5		14,970 24.1								
	NBC TV							The Partners										
	AVERAGE AUDIENCE (Households (000) & %)					7,200 11.6		7,140 11.5		10,000 16.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.3		20 11.2		29 16.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,200 13.2		13,850 22.3						13,630 13.9				
	ABC TV							Getting Together										
	AVERAGE AUDIENCE (Households (000) & %)					6,710 10.8		9,380 15.1						6,580 10.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 10.7		26 15.3						19 11.1				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,570 28.3		15,210 24.5		14,530 23.4		13,540 21.8		14,470 23.3				
	CBS TV							All In The Family										
	AVERAGE AUDIENCE (Households (000) & %)					16,020 25.8		13,540 21.8		13,170 21.2		12,610 20.3		11,360 18.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					46 24.6		37 21.7		36 21.0		35 20.1		33 18.3				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,950 12.8		8,630 13.9		17,570 28.3								
	NBC TV							The Partners										
	AVERAGE AUDIENCE (Households (000) & %)					6,770 10.9		7,640 12.3		12,300 19.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.2		21 11.9		35 16.4								
TV HOUSEHOLDS USING TV		WK 1	43.7	43.8	45.9	49.7	53.5	56.2	56.9	57.0	56.8	57.3	56.6	57.1	54.2	53.1	52.2	51.3
(See Def. 1)		WK 2	46.5	48.8	51.2	54.0	55.3	57.2	57.5	58.9	59.0	58.9	58.0	58.0	56.6	56.4	55.7	54.0

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 49.

EVE. • SAT. OCT. 9, 1971

		NATIONAL TV HOUSEHOLD AUDIENCE ESTIMATES																	
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,480 21.7				21,050 33.9								
		AVERAGE AUDIENCE (Households (000) & %)					16.9	15.5*		18.2*	22.7	17.6*		23.2*		23.5*		25.2*	
		SHARE OF AUDIENCE %					27	25 *		28 *	37	26 *		35 *		37 *		43 *	
		AVG. AUD. BY 1/4 HR. %					15.3	15.8	17.6	18.9	16.8	18.5	23.1	23.4	23.4	23.6	25.4	25.1	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		23,410 37.7									15,590 25.1						
		AVERAGE AUDIENCE (Households (000) & %)		16,210										12,610					
		SHARE OF AUDIENCE %		26.1	21.6*									29.6*	20.3	19.4*		21.2*	
		AVG. AUD. BY 1/4 HR. %		41	38 *									43 *	31	29 *		33 *	
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		14,470 23.3				12,110 19.5		15,340 24.7					13,480 21.7				
		AVERAGE AUDIENCE (Households (000) & %)		17.9*	16.7	15.9*		17.3*	16.3		19.0	17.5*		20.4*	16.1	14.6*		17.2*	
		SHARE OF AUDIENCE %		30 *	28	28 *		28 *	25		28	26 *		30 *	27	23 *		29 *	
		AVG. AUD. BY 1/4 HR. %		17.3	16.6	15.0		17.7	15.7		17.6	17.4	19.8	21.0	16.7	14.5	16.7	17.6	
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,530 23.4				20,930 33.7								
		AVERAGE AUDIENCE (Households (000) & %)					11,860	17.9*		20.2*	23.3	19.5*		23.6*		24.5*		25.6*	
		SHARE OF AUDIENCE %					31	29 *		32 *	37	31 *		36 *		39 *		43 *	
		AVG. AUD. BY 1/4 HR. %					17.3	18.4	20.3	20.2	18.9	20.1	23.3	23.9	24.6	24.5	25.8	25.4	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		20,430 32.9									14,590 23.5						
		AVERAGE AUDIENCE (Households (000) & %)		13,290										11,550					
		SHARE OF AUDIENCE %		21.4	19.4*									22.5*	18.6	18.9*		18.4*	
		AVG. AUD. BY 1/4 HR. %		35	33 *									35 *	29	29 *		29 *	
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		15,210 24.5				11,360 18.3		16,020 25.8					15,340 24.7				
		AVERAGE AUDIENCE (Households (000) & %)		11,240				10,430		12,540				12,730					
		SHARE OF AUDIENCE %		18.1	17.2*			18.9*	16.8	20.2	18.8*		21.5*	20.5	19.7*		21.3*		
		AVG. AUD. BY 1/4 HR. %		30	30 *			31 *	27	31	30 *		33 *	34	31 *		36 *		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		48.7	53.2	55.7	58.2	60.6	63.1	65.0	66.4	68.0	68.3	66.9	66.9	64.5	63.5	59.3	57.6		
WK 2		50.9	53.3	56.6	59.4	61.1	61.9	62.2	62.9	63.3	64.1	64.8	65.2	63.8	62.5	59.9	58.2		

EVE. • MON. OCT. 11, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) 8,690 14.0 21,980 35.4 AVERAGE AUDIENCE (Households (000) & %) 7,700 12.4 12,850 20.7 19.9* 23.5* 24.2* 21.4* SHARE OF AUDIENCE % 21 38 31 * 37 * 40 * 38 AVG. AUD. BY 1/4 HR. % 12.1 12.6 18.8 21.1 23.4 23.7 24.4 22.0 20.7 Nanny and the Professor ABC NFL Football Game (NEW YORK GIANTS VS DALLAS, 9:00-12:10AM) (1)																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %) 18,440 29.7 15,710 25.3 13,410 21.6 9,500 15.3 AVERAGE AUDIENCE (Households (000) & %) 15,280 24.6 22.7* 26.5* 14,160 22.8 12,420 20.4 6,460 10.4 11.1* 9.7* SHARE OF AUDIENCE % 39 37 * 41 * 34 31 18 18 * 18 * AVG. AUD. BY 1/4 HR. % 21.8 23.7 26.6 26.4 22.5 23.1 20.5 19.5 12.2 10.1 10.0 9.5 Gunsmoke Here's Lucy Doris Day Show 60 Minutes "VARIOUS SUBJECTS" (Western Electric)																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %) 17,140 27.6 19,440 31.3 AVERAGE AUDIENCE (Households (000) & %) 13,100 21.1 19.4* 22.7* 12,050 19.4 18.5* 18.4* 20.3* 20.3* SHARE OF AUDIENCE % 33 31 * 35 * 31 28 * 28 * 34 * 37 * AVG. AUD. BY 1/4 HR. % 18.9 20.0 22.2 23.2 19.5 17.6 18.4 18.3 20.5 20.1 20.5 20.2 Rowan & Martin Laugh-In NBC Monday Night at the Movies (R) "CAT ON A HOT TIN ROOF" (9:00-11:00PM)																	
	ABC TV	TOTAL AUDIENCE (Households (000) & %) 8,760 14.1 20,680 33.3 AVERAGE AUDIENCE (Households (000) & %) 7,640 12.3 11,550 18.6 19.0* 21.8* 21.6* 19.8* SHARE OF AUDIENCE % 21 34 29 * 34 * 35 * 35 * AVG. AUD. BY 1/4 HR. % 11.8 12.9 17.7 20.3 21.5 22.1 21.6 20.2 19.4 Nanny and the Professor ABC NFL Football Game (PITTSBURGH VS KANSAS CITY, 9:00-12:10AM) (1)																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) 20,240 32.6 18,820 30.3 17,640 28.4 14,900 24.0 12,670 20.4 AVERAGE AUDIENCE (Households (000) & %) 16,950 27.3 26.4* 28.2* 16,580 26.7 15,840 25.5 13,350 21.5 10,930 17.6 SHARE OF AUDIENCE % 42 42 * 43 * 40 39 36 33 AVG. AUD. BY 1/4 HR. % 25.6 27.1 28.4 28.0 25.8 27.6 26.1 24.8 21.7 21.3 17.5 17.7 Gunsmoke Here's Lucy Doris Day Show My Three Sons Arnie																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %) 16,020 25.8 16,270 26.2 AVERAGE AUDIENCE (Households (000) & %) 12,300 19.8 18.2* 21.4* 8,630 13.9 15.8* 14.9* 13.3* 11.5* SHARE OF AUDIENCE % 31 29 * 32 * 23 24 * 23 * 22 * 22 * AVG. AUD. BY 1/4 HR. % 17.8 18.7 20.7 22.0 16.4 15.1 15.3 14.5 13.6 12.9 13.0 10.0 Rowan & Martin Laugh-In NBC Monday Night at the Movies "KILL A DRAGON" (9:00-11:00PM)																	
	TV HOUSEHOLDS USING TV	WK 1	50.9	53.5	56.3	58.4	61.0	63.1	64.5	65.8	66.8	66.4	65.4	64.7	61.7	59.1	56.1	53.0	
	(See Def. 1)	WK 2	54.4	57.8	58.2	60.2	62.3	64.4	65.2	67.0	66.0	66.9	65.6	64.1	61.0	59.4	54.8	50.8	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • MON. OCT. 18, 1971

EVE. • TUE. OCT. 12, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,900 24.0					22,050 35.5						22,980 37.0				
		AVERAGE AUDIENCE (Households (000) & %)			12,300 19.8					16,890 27.2						18,630 30.0				31.5*
		SHARE OF AUDIENCE %			32					32 *						45 *				57 *
		AVG. AUD. BY ¼ HR. %			18.7					20.9					26.3	29.0	29.9	28.0	28.4*	32.0
		Mod Squad → Movie of the Week "A TASTE OF EVIL" → Marcus Welby, M.D.																		
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			16,150 26.0					16,150 26.0					13,970 22.5					
		AVERAGE AUDIENCE (Households (000) & %)			12,350 20.7					13,660 22.0					11,180 18.0				18.5*	
		SHARE OF AUDIENCE %			33					34 *					34 *				30 *	
		AVG. AUD. BY ¼ HR. %			19.0					20.9					22.4	17.7	17.4	18.9	18.1	
		National Geographic Special "MONKEYS, APES & MAN" → Hawaii Five-O → Cannon																		
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,280 23.0					11,430 18.4					11,050 17.8					
		AVERAGE AUDIENCE (Households (000) & %)			11,550 18.6					8,570 13.8					7,700 12.4				10.9*	
		SHARE OF AUDIENCE %			30					31 *					21 *				18 *	
		AVG. AUD. BY ¼ HR. %			16.4					20.2					13.8	14.2	13.7	11.4	10.4	
		Ironside → Sarge → Funny Side																		
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			15,960 25.7					20,560 33.1						22,730 36.6				
		AVERAGE AUDIENCE (Households (000) & %)			12,540 20.2					15,960 25.7						18,570 29.9				31.4*
		SHARE OF AUDIENCE %			32					33 *						40 *				57 *
		AVG. AUD. BY ¼ HR. %			18.1					21.9					24.8	26.8	27.8	28.8	28.1	31.7
		Mod Squad → Movie of the Week "SUDDENLY SINGLE" → Marcus Welby, M.D.																		
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,340 24.7					18,130 29.2					16,950 27.3					
		AVERAGE AUDIENCE (Households (000) & %)			11,800 19.0					15,400 24.8					13,230 21.3				21.0*	
		SHARE OF AUDIENCE %			30					30 *					37 *				33 *	
		AVG. AUD. BY ¼ HR. %			17.5					19.8					26.5	22.1	21.2	21.4	20.5	
		Glen Campbell Hour → Hawaii Five-O → Cannon																		
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,090 24.3					13,350 21.5					10,680 17.2					
		AVERAGE AUDIENCE (Households (000) & %)			12,170 19.6					11,050 17.8					7,390 11.9				10.3*	
		SHARE OF AUDIENCE %			31					31 *					25 *				16 *	
		AVG. AUD. BY ¼ HR. %			18.3					20.4					17.5	14.1	13.0	10.7	9.9	
		Ironside → Timex Presents All-Star Circus (Timex Corp.) → Funny Side																		
		TV HOUSEHOLDS USING TV																		
		WK 1 50.2 53.5 58.9 62.3 63.9 65.5 64.5 65.9 66.5 66.6 65.4 65.1 61.6 60.6 56.6 53.8																		
		WK 2 52.0 55.4 59.0 62.6 64.0 65.3 67.3 69.2 70.8 70.9 68.8 67.2 64.4 61.9 56.6 53.8																		

U.S. TV Households: 62,100,000.
(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77.
* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • TUE. OCT. 19, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 13, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV					10,060 16.2		9,750 15.7		7,580 12.2		5,340 8.6		6,270 10.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV					14,900 24.0				16,520 26.6				14,840 23.9				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV			13,040 21.0		31,480 50.7												
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
WEEK 2																	
ABC TV					9,130 14.7		9,440 15.2		8,630 13.9		6,090 9.8		7,510 12.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV					17,950 28.9				19,250 31.0				19,130 30.8				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV					14,840 23.9		18,880 30.4						12,850 20.7				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	50.4	52.8	55.8	59.5	61.6	64.0	65.4	65.7	65.6	66.8	68.0	67.9	65.0	64.0	61.9	59.3	
WK 2	50.7	52.5	54.4	58.2	61.1	63.1	63.3	63.8	64.0	65.0	64.6	63.9	58.8	57.6	55.6	52.3	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • WED. OCT. 20, 1971

EVE. • THU. OCT. 14, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																	
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00																	
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) 11,490 18.5 13,720 22.1 9,750 15.7																	
		Alias Smith and Jones Longstreet Owen Marshall, Counselor At Law																	
		AVERAGE AUDIENCE (Households (000) & %) 8,940 14.4 23 13.2* 22* 15.5* 24* 17.9 28 18.1* 28* 17.7* 28* 8,010 12.9 23 13.0* 22* 12.8* 24*																	
		SHARE OF AUDIENCE % 13.1 13.4 14.8 16.2 17.7 18.4 18.1 17.3 13.1 12.9 13.0 12.6																	
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %) 11,050 17.8 20,740 33.4																	
		Bearcats CBS Thursday Night Movies® "THE DIRTY DOZEN" PART I (9:00-10:50PM) Man in the Wilderness (10:50-11:00PM) (Sat.)																	
		AVERAGE AUDIENCE (Households (000) & %) 7,820 12.6 20 12.2* 20* 13.0* 20* 25.0 42 22.8* 36* 25.0* 40* 26.6 46* 26.7 48* 25.9*																	
		SHARE OF AUDIENCE % 12.2 12.2 12.6 13.4 22.3 23.4 24.9 25.2 26.6 26.7 26.3 24.8																	
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %) 22,730 36.6 14,160 22.8 11,610 18.7																	
		Flip Wilson Show Nichols Dean Martin Show																	
		AVERAGE AUDIENCE (Households (000) & %) 18,690 30.1 49 29.3* 49* 30.8* 49* 10,310 16.6 26 18.0* 28* 15.2* 24* 8,450 13.6 25 13.7* 24* 13.5* 25*																	
		SHARE OF AUDIENCE % 28.2 30.5 31.1 30.5 18.8 17.1 15.6 14.9 13.9 13.4 13.2 13.8																	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) 14,100 22.7 19,500 31.4 21,300 34.3																	
		Alias Smith and Jones Longstreet Owen Marshall, Counselor At Law																	
		AVERAGE AUDIENCE (Households (000) & %) 11,180 18.0 29 17.2* 28* 18.9* 30* 16,640 26.8 42 25.9* 40* 27.6* 43* 18,130 29.2 50 29.0* 48* 29.3* 52*																	
		SHARE OF AUDIENCE % 16.9 17.4 18.2 19.5 25.0 26.8 27.7 27.6 28.5 29.5 29.1 28.9																	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) 8,760 14.1 8,380 13.5																	
		60 Minutes "VARIOUS SUBJECTS" (Western Electric) CBS Reports "PICASSO IS 90" AND "CHICANO"																	
		AVERAGE AUDIENCE (Households (000) & %) 6,020 9.7 15 10.4* 17* 9.0* 14* 3,850 6.2 10 7.3* 12* 7.4* 12* 5.1* 9* 4.7* 8*																	
		SHARE OF AUDIENCE % 10.8 10.0 9.5 8.6 7.4 7.6 7.5 7.4 5.5 4.7 4.9 4.6																	
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) 23,660 38.1 18,940 30.5 16,700 26.9																	
		Flip Wilson Show Nichols Dean Martin Show																	
		AVERAGE AUDIENCE (Households (000) & %) 19,380 31.2 50 29.9* 48* 32.5* 51* 15,150 24.4 38 24.8* 39* 24.0* 37* 12,610 20.3 35 21.2* 35* 19.5* 35*																	
		SHARE OF AUDIENCE % 28.3 31.6 32.8 32.2 25.3 24.2 24.0 24.0 21.6 20.8 20.0 19.0																	
TV HOUSEHOLDS USING TV		WK 1	47.9	49.9	52.9	56.1	58.3	60.9	62.9	64.2	63.7	64.0	63.5	62.2	58.4	57.1	55.3	50.8	
(See Def. 1)		WK 2	51.7	54.1	54.6	57.5	61.1	62.5	63.4	63.8	63.5	64.5	64.3	64.3	60.6	59.3	57.6	54.6	
* Half-hour ratings for immediately preceding and subject quarter-hours.																			
EVE • THU OCT 21 1971																			

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(S) Sustainer (7:45-7:50PM) (S) (SUSTAINER)

EVE. • THU. OCT. 21, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 15, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,910 22.4		13,850 22.3		11,120 17.9		9,940 16.0		13,040 21.0				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					12,420 20.0		12,850 20.7		9,870 15.9		9,130 14.7		9,380 15.1		14.4*		15.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 19.0	21.0	36 20.3	21.1	27 15.9	16.0	25 14.5	14.8	27 14.3		24 *	16.0	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,140 13.1		15,460 24.9				20,000 32.2						
	CBS TV					Chicago Teddy Bears		O'Hara, U.S. Treasury						New CBS Friday Night Movies® "THE DIRTY DOZEN" PART II (9:30-10:50PM)				Something Big (10:50-11:00PM) (Sus.)
	AVERAGE AUDIENCE (Households (000) & %)					6,830 11.0		11,670 18.8	16.7*		21.0*	25.4	25.1*		25.7*			25.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.1	10.9	32 16.2	29 *	20.1	36 *	44	42 *		43 *	26.4		47 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,940 16.0		16,890 27.2										
	NBC TV					The D.A.												
	AVERAGE AUDIENCE (Households (000) & %)					8,820 14.2		10,870 17.5	17.0*		18.5*		17.7*		16.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.5	14.9	30 17.2	29 *	18.1	31 *		30 *		28 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,900 24.0		16,840 26.8		15,400 24.8		13,910 22.4		16,390 26.4				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					13,290 21.4		15,280 24.6		14,100 22.7		12,670 20.4		13,100 21.1		20.8*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 20.9	21.8	43 23.7	25.5	39 22.7	22.6	36 20.4	20.4	39 20.2		37 *	21.6	41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,890 12.7		16,700 26.9				18,200 29.3						
	CBS TV					Chicago Teddy Bears		O'Hara, U.S. Treasury						New CBS Friday Night Movies "GOODBYE, RAGGEDY ANN" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					6,830 11.0		12,480 20.1	18.3*		22.0*	21.2	21.3*		21.5*		20.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 10.8	11.3	35 17.6	32 *	21.8	38 *	38	37 *		38 *	21.7	39 *	20.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,690 14.0		11,490 18.5										
	NBC TV					The D.A.												
	AVERAGE AUDIENCE (Households (000) & %)					7,820 12.6		5,780 9.3	10.8*		9.4*		9.3*		7.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.4	12.9	16 11.5	19 *	9.4	16 *	9.5	16 *		14 *			
TV HOUSEHOLDS USING TV		WK 1	44.9	46.9	47.7	49.7	53.2	55.9	57.3	58.0	58.5	59.7	59.4	60.3	60.1	59.2	55.4	49.9
(See Def. 1)		WK 2	46.5	49.0	50.8	53.4	54.4	55.3	56.4	57.5	57.5	57.8	57.2	57.1	57.1	56.4	53.8	51.8

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • FRI. OCT. 22, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 16, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		7,510 12.1			6,460 10.4		15,710 25.3						11,180 18.0				
	ABC TV		NCAA Football Game (TEXAS VS. ARIZONA) 4:20-7:15PM (1)	NCAA Football Post Game (PRINCETON vs. ILLINOIS) 7:15-8:00PM (1)		Getting Together				Movie of the Weekend "IN BROAD DAYLIGHT"							Persuaders	
	AVERAGE AUDIENCE (Households (000) & %)		7,200 11.6			5,710 9.2		11,740 18.9		17.7*		19.4*		19.7*	8,690 14.0	14.8*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13.0	26 11.0		16 8.8	9.7	32 17.3	30* 18.1	33* 18.8	19.9	20.0	19.4	26 15.3	27* 14.4	13.3	25* 13.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,560 31.5		15,650 25.2		14,410 23.2		14,280 23.0		13,410 21.6				
	CBS TV					All In The Family		Funny Face		New Dick Van Dyke Show		Mary Tyler Moore Show		Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)					18,130 29.2		14,030 22.6		13,170 21.2		13,040 21.0		10,930 17.6	17.9*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					51 28.6	29.8	39 23.1	22.0	36 21.0	21.3	36 20.7	21.4	32 18.0	32* 17.9	17.6	32* 17.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,940 14.4		7,760 12.5		16,390 26.4								
	NBC TV					The Partners		Good Life						NBC Saturday Night at the Movies® "DUEL AT DIABLO" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					7,890 12.7		7,140 11.5		10,430 16.8	15.8*		15.7*		17.4*	17.8	18.3	18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.7	12.8	20 11.3	11.7	30 15.8	27* 15.7	27* 15.7	27* 15.6	17.0	31* 17.8		34* 18.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,820 14.2		16,770 27.0						9,560 15.4				
	ABC TV					Getting Together				Movie of the Weekend "DEATH TAKES A HOLIDAY"							Persuaders	
	AVERAGE AUDIENCE (Households (000) & %)					7,760 12.5		11,490 18.5	18.2*		18.4*		18.8*	7,330 11.8	12.5*		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.0	12.9	32 18.4	31* 13.0	31* 18.1	31* 18.6	33* 19.2	33* 18.4	23 12.8	23* 12.1	11.2	22* 10.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,030 22.6		16,080 25.9		15,710 25.3		14,720 23.7		15,340 24.7				
	CBS TV					It's A Great Pumpkin, Charlie Brown®		Funny Face		New Dick Van Dyke Show		Mary Tyler Moore Show		Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)					12,610 20.3		13,970 22.5		14,160 22.8		13,850 22.3		12,730 20.5	20.5*		20.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 20.2	20.5	38 22.3	22.7	39 22.2	23.5	39 22.5	22.0	39 20.4	39* 20.5	20.7	41* 20.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,050 17.8		9,690 15.6		14,470 23.3								
	NBC TV					The Partners		Good Life						NBC Saturday Night at the Movies "COLOSSUS, THE FORBIN PROJECT" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,630 15.5		8,260 13.3		8,760 14.1	14.2*		13.2*		14.8*		14.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.7	16.4	23 13.1	13.5	26 15.0	24* 13.4	24* 13.1	23* 13.3	15.2	28* 14.4	14.6	28* 13.9	
TV HOUSEHOLDS USING TV WK 1		47.7	49.4	51.3	54.3	57.1	58.2	59.0	58.3	57.9	58.6	58.7	58.7	56.1	55.5	54.4	53.1	
(See Def. 1)		47.5	50.5	52.9	55.0	57.1	58.9	58.9	58.7	58.8	58.3	57.1	56.7	53.6	52.7	51.6	49.9	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • SAT. OCT. 23, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 17, 1971

Nielsen TV Audience Estimates																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,460 24.9				19,440 31.3							
	ABC TV					The F.B.I.				ABC Sunday Night Movies "NO WAY TO TREAT A LADY" (9:00-11:15PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					12,420 20.0	18.4*			13,970 22.5	21.4*			22.3*		22.6*	24.4*
	SHARE OF AUDIENCE %					31	30 *			33 *	35	32 *		32 *		34 *	41 *
	AVG. AUD. BY ¼ HR. %					17.4	19.5	21.3	22.0	21.1	21.8	22.2	22.4	22.7	22.6	24.2	24.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		20,160 32.5							20,990 33.8							
	CBS TV		CBS Sunday Night Movies "THE SAND PEBBLES" PART II (7:30-9:00PM)				Sullivan Years										
	AVERAGE AUDIENCE (Households (000) & %)		14,030 22.6	20.4*		22.0*		25.3*	26.7	26.9*		27.4*		25.8*			
	SHARE OF AUDIENCE %		37	35 *		35 *		39 *	39	40 *		39 *		39 *			
	AVG. AUD. BY ¼ HR. %		19.5	21.3	21.7	22.3	25.2	25.3	26.4	27.3	27.4	27.4	26.5	25.0			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		15,710 25.3				10,930 17.6		13,970 22.5				12,980 20.9				
	NBC TV		Wonderful World of Disney "SUMMER MAGIC" PART II				Jimmy Stewart Show (Procter & Gamble)		Bonanza				Bold Ones				
	AVERAGE AUDIENCE (Households (000) & %)		11,610 18.7	19.2*		18.2*	9,690 15.6		11,430 18.4	17.7*		19.0*	9,810 15.8	14.8*		16.7*	
	SHARE OF AUDIENCE %		31	33 *		29 *	24		27	26 *		27 *	25	22 *		28 *	
	AVG. AUD. BY ¼ HR. %		18.8	19.5	18.6	17.9	15.2	16.0	17.3	18.2	19.1	18.9	14.7	15.0	16.9	16.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,590 25.1				25,090 40.4								
	ABC TV		The F.B.I.				ABC Sunday Night Movies "HOW THE WEST WAS WON" (9:00-12:05AM)(1)										
	AVERAGE AUDIENCE (Households (000) & %)				12,670 20.4	18.1*			16,150 26.0	23.4*		27.6*		28.4*		28.8*	
	SHARE OF AUDIENCE %				31	28 *			46	36 *		42 *		45 *		48 *	
	AVG. AUD. BY ¼ HR. %				17.2	19.1	22.3	23.2	22.8	24.0	27.6	27.5	28.6	28.2	29.4	28.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		19,190 30.9							11,740 18.9							
	CBS TV		CBS Sunday Night Movies -® "BATTLE OF THE BULGE" PART I (7:30-9:30PM)				Cade's County										
	AVERAGE AUDIENCE (Households (000) & %)		11,920 19.2	17.0*		17.9*		20.9*		20.9*	9,190 14.8	14.7*		14.9*			
	SHARE OF AUDIENCE %		30	28 *		28 *		32 *		32 *	23	22 *		24 *			
	AVG. AUD. BY ¼ HR. %		16.7	17.3	17.6	18.2	20.7	21.2	21.8	20.0	14.8	14.6	15.1	14.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		20,800 33.5				13,540 21.8		15,900 25.6				14,160 22.8				
	NBC TV		Snoopy at the Ice Follies (American Gas Assn.)				Jimmy Stewart Show (Procter & Gamble)		Bonanza				Bold Ones				
	AVERAGE AUDIENCE (Households (000) & %)		16,020 25.8	24.4*		27.2*	12,110 19.5		12,540 20.2	19.2*		21.2*	11,360 18.3	17.1*		19.4*	
	SHARE OF AUDIENCE %		41	40 *		42 *	30		31	29 *		32 *	30	27 *		32 *	
	AVG. AUD. BY ¼ HR. %		23.1	25.8	27.2	27.3	19.8	19.1	18.5	19.9	21.2	21.3	17.0	17.2	19.4	19.4	
TV HOUSEHOLDS USING TV WK 1 50.9 53.6 55.9 59.2 61.3 63.0 64.5 65.9 66.7 68.8 69.5 69.6 66.7 65.3 59.8 57.8																	
(See Def. 1) WK 2 54.9 57.5 60.2 62.4 64.3 65.8 65.1 65.8 65.6 65.9 65.9 65.4 63.6 63.0 61.2 58.7																	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • SUN. OCT. 24, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 25, 1971

		Nielsen TV Audience Audience ESTIMATES																		
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,820 14.2					22,910 36.9								
		AVERAGE AUDIENCE (Households (000) & %)					7,580 12.2					15,150 24.4								24.8*
		SHARE OF AUDIENCE %					20					40								41 *
		AVG. AUD. BY ¼ HR. %					11.6	12.7				21.2	22.4*		26.3*		25.4*		24.9	24.6
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,380 31.2				15,770 25.4		13,100 21.1		11,360 18.3				9,000 14.5	
		AVERAGE AUDIENCE (Households (000) & %)					15,650 25.2	23.7*		26.8*		14,030 22.6		12,110 19.5		10,180 16.4			8,140 13.1	
		SHARE OF AUDIENCE %					38	36 *		40 *		33		29		26			23	
		AVG. AUD. BY ¼ HR. %					23.1	24.2	26.8	26.9		22.0	23.1	19.9	19.1	16.1	16.6		13.1	13.2
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,330 27.9				17,820 28.7									
		AVERAGE AUDIENCE (Households (000) & %)					13,350 21.5	19.8*		23.2*		11,670 18.8		18.9*		19.3*		18.6*		18.2*
		SHARE OF AUDIENCE %					32	30 *		34 *		29		27 *		29 *		30 *		31 *
		AVG. AUD. BY ¼ HR. %					19.8	19.8	26.8	23.7		19.1	18.7	19.4	19.2	18.9	18.4	19.1	17.4	
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,380 13.5				21,300 34.3									
		AVERAGE AUDIENCE (Households (000) & %)					7,390 11.9					13,040 21.0		20.2*		22.3*		22.7*		21.8*
		SHARE OF AUDIENCE %					19					37		30 *		34 *		37 *		38 *
		AVG. AUD. BY ¼ HR. %					11.7	12.1				19.6	20.7	22.0	22.6	23.3	22.1	22.0	21.7	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,750 30.2				16,770 27.0		16,390 26.4		14,100 22.7				12,110 19.5	
		AVERAGE AUDIENCE (Households (000) & %)					15,030 24.2	23.2*		25.3*		15,280 24.6		14,970 24.1		12,790 20.6			10,870 17.5	
		SHARE OF AUDIENCE %					36	35 *		37 *		37		37		35			33	
		AVG. AUD. BY ¼ HR. %					22.9	23.4	25.3	25.4		23.8	25.5	24.1	24.0	20.6	20.7		17.7	17.3
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,750 30.2				16,950 27.3									
		AVERAGE AUDIENCE (Households (000) & %)					15,090 24.3	22.6*		26.1*		10,180 16.4		18.8*		17.3*		15.9*		13.7*
		SHARE OF AUDIENCE %					36	34 *		38 *		27		28 *		27 *		27 *		26 *
		AVG. AUD. BY ¼ HR. %					21.5	23.7	25.6	26.7		19.5	18.1	17.7	17.0	16.1	15.7	15.7	11.7	

TV HOUSEHOLDS USING TV		WK 1	55.4	57.8	59.7	62.0	64.1	66.6	67.6	68.0	68.5	69.1	67.4	65.6	63.2	61.9	59.3	57.0
(See Def. 1)		WK 2	60.3	61.6	61.7	63.2	65.3	66.7	68.2	69.3	67.0	66.9	65.1	64.5	60.7	58.1	55.7	51.0

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • MON. NOV. 1, 1971

EVE. • TUE. OCT. 26, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV			15,030 24.2				19,440 31.3						21,050 33.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 2	CBS TV			15,150 24.4				19,620 31.6				17,450 28.1						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 3	NBC TV			15,900 25.6				10,870 17.5				9,810 15.8						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 4	ABC TV			15,400 24.8				21,880 34.1						15,810 31.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 5	CBS TV			13,970 22.5				17,820 28.7				12,170 19.6						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 6	NBC TV			14,100 22.7				10,740 17.3				9,870 15.9						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1		52.3	56.0	59.2	62.6	65.0	66.9	65.6	66.1	67.2	67.9	65.7	65.0	63.1	60.4	54.3	51.3	
(See Def. 1)		56.8	59.5	60.5	61.9	62.9	63.3	63.3	63.7	63.9	63.2	60.5	60.1	58.3	56.5	52.0	48.0	
WK 2																		

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • TUE. NOV. 2, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 27, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,760 14.1		8,880 14.3		7,890 12.7		4,600 7.4		7,640 12.3				
		AVERAGE AUDIENCE (Households (000) & %)					7,760 12.5		7,580 12.2		6,890 11.1		4,160 6.7		5,710 9.2		9.1*		9.3*
		SHARE OF AUDIENCE %					21		19		17		10		16		15*		16*
		AVG. AUD. BY 1/4 HR. %					12.3	12.6	12.0	12.4	10.7	11.5	7.1	6.3	9.5	8.7	8.9		9.7
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,140 27.6				16,640 26.8				18,510 29.8				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,780 23.8		20,680 33.3						13,410 21.6				
		AVERAGE AUDIENCE (Households (000) & %)					13,040 21.0		15,960 25.7						11,240 18.1		18.2*		18.0*
		SHARE OF AUDIENCE %					34		40						31		30*		31*
		AVG. AUD. BY 1/4 HR. %					19.9	22.1	23.9		26.6	27.4	27.3	27.1	18.3	18.1	18.5		17.5
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,380 15.1		10,430 16.8		9,130 14.7		5,340 8.6		7,390 11.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,380 31.2				19,190 30.9				17,020 27.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,340 24.7		17,760 28.6						13,790 22.2				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV	WK 1	WK 2	51.1	53.1	54.6	57.2	60.0	61.7	63.6	64.6	64.6	65.7	64.1	64.2	61.0	60.1	59.1	56.1
(See Def. 1)	WK 2		57.2	58.4	59.7	62.3	64.5	66.4	66.5	67.7	67.9	67.6	66.2	65.3	59.0	57.3	55.2	53.2

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. NOV. 3, 1971

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 28, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,230 21.3					16,390 26.4			13,100 21.1				
		AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4 28	16.8* 28 *			13,410 21.6 35	21.4* 34 *			21.9* 35 *	11,120 17.9 32	18.3* 32 *		17.4* 32 *
		SHARE OF AUDIENCE %					16.3	17.3	17.7	18.4	21.2	21.6	22.3	21.5	18.3	18.4	17.9		16.8
		AVG. AUD. BY 1/4 HR. %																	
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,630 15.5				17,260 27.8								
		AVERAGE AUDIENCE (Households (000) & %)					7,140 11.5 19	11.0* 18 *			9,440 15.2 27	17.9* 29 *			17.1* 28 *		14.9* 26 *		13.4* 24 *
		SHARE OF AUDIENCE %					11.1	10.8	11.5	12.4	18.0	17.9	17.7	16.5	15.5	14.3	13.6		13.2
		AVG. AUD. BY 1/4 HR. %																	
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,490 34.6				14,900 24.0				15,210 24.5				
		AVERAGE AUDIENCE (Households (000) & %)					17,760 28.6 46	27.7* 46 *			11,050 17.8 29	17.8* 28 *			17.8* 29 *	12,170 19.6 35	19.5* 34 *		19.7* 36 *
		SHARE OF AUDIENCE %					26.9	28.6	29.7	29.1	18.3	17.3	17.4	18.2	19.7	19.3	19.9		19.4
		AVG. AUD. BY 1/4 HR. %																	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,180 16.4				12,980 20.9				10,930 17.6				
		AVERAGE AUDIENCE (Households (000) & %)					8,510 13.7 21	13.3* 21 *			10,490 16.9 27	17.0* 27 *			16.8* 27 *	8,630 13.9 25	13.8* 24 *		14.1* 26 *
		SHARE OF AUDIENCE %					12.7	13.8	13.8	14.6	16.8	17.2	17.0	16.5	14.0	13.7	13.6		14.5
		AVG. AUD. BY 1/4 HR. %																	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,750 15.7				19,190 30.9								
		AVERAGE AUDIENCE (Households (000) & %)					7,950 12.8 20	12.0* 19 *			13,970 22.5 37	22.8* 36 *			22.6* 36 *		22.8* 39 *		21.7* 39 *
		SHARE OF AUDIENCE %					11.9	12.2	13.0	14.2	22.3	23.3	22.6	22.5	23.2	22.4	22.2		20.0
		AVG. AUD. BY 1/4 HR. %																	
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					23,540 37.9				14,660 23.6				15,090 24.3				
		AVERAGE AUDIENCE (Households (000) & %)					20,370 32.8 51	32.3* 52 *			10,930 17.6 28	17.6* 28 *			17.6* 28 *	11,610 18.7 33	18.3* 31 *		19.1* 35 *
		SHARE OF AUDIENCE %					31.1	33.4	34.0	32.8	18.8	16.5	17.2	18.0	18.1	18.5	18.6		19.5
		AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV			WK 1	50.1	52.9	56.0	57.7	59.8	61.4	61.6	63.6	62.8	62.2	62.5	61.7	58.7	57.1	55.7	53.8
(See Def. 1)			WK 2	53.9	57.2	57.7	58.8	61.3	63.6	64.6	65.6	63.5	62.9	61.9	62.5	59.2	57.7	56.5	51.9

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • THU. NOV. 4, 1971

†† Estimated in Black & White

††† Repeat. See page R

†††† Other Programs. See Pages 72-77

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 29, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

49.2	51.5	52.4	54.7	57.7	59.4	59.4	59.6	60.8	60.1	57.3	57.3	56.6	56.3	53.9	52.0
54.2	55.2	55.2	55.7	56.5	57.7	58.3	58.8	60.1	60.7	59.1	59.1	59.1	58.4	55.2	52.1

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • FRI. NOV. 5, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. OCT. 30, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					6,710 10.8		13,790 22.2						10,120 16.3				
	ABC TV					Getting Together		Movie of the Weekend "A LITTLE GAME"						Persuaders				
	AVERAGE AUDIENCE (Households (000) & %)					5,900 9.5		10,430 16.8	14.9*		17.2*		18.3*	7,820 12.6	13.0*		12.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.6	9.3	30 14.4	27 *	15.5	31 *	17.5	18.6	32 *	24 13.4	24 *	12.2	23 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,940 30.5		15,090 24.3		14,470 23.3		13,970 22.5		14,720 23.7				
	CBS TV					All In The Family		Funny Face		New Dick Van Dyke Show		Mary Tyler Moore Show		Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)					17,200 27.7		13,790 22.2		12,670 20.4		12,850 20.7		12,230 19.7	19.7*		19.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					50 27.1	28.3	40 22.7	21.7	36 20.0	20.8	37 20.3	21.1	37 19.4	37 *	20.0	19.9	37 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,570 13.8		8,010 12.9		14,900 24.0								
	NBC TV					The Partners		Good Life		NBC Saturday Night at the Movies "GRAND PRIX" PART 1 (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					7,950 12.8		7,270 11.7		8,690 14.0	12.8*		13.5*		15.0*		14.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.0	12.6	21 11.6	11.9	26 13.1	23 *	12.5	13.3	24 *	28 *	14.9	14.7	28 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,340 24.7								14,410 23.2				
	ABC TV					Movie of the Weekend "ONE WOMAN'S REVENGE"								NCAA Football Game (ALABAMA VS LSU, 9:30-12:05AM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)					10,000 16.1	13.0*		17.2*		18.1*	12.5	12.7*		12.8*		12.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.9	21 *	16.9	28 *	17.4	29 *	23	21 *		21 *	13.0	12.1	21 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,360 34.4		17,640 28.4		16,640 26.8		18,820 30.3		17,880 28.8				
	CBS TV					All In The Family		Funny Face		New Dick Van Dyke Show		Mary Tyler Moore Show		Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)					19,870 32.0		16,080 25.9		15,090 24.3		16,950 27.3		15,460 24.9	25.2*		24.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					50 31.3	32.7	41 26.3	25.5	39 23.7	24.8	45 26.8	27.7	43 25.2	43 *	25.2	25.2	44 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,000 14.5		9,130 14.7		18,570 29.9								
	NBC TV					The Partners		Good Life		NBC Saturday Night at the Movies "GIGI" (9:00-11:30PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)					8,010 12.9		8,320 13.4		9,940 16.0	15.4*		16.4*		16.4*		16.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.8	13.0	21 13.2	13.5	28 15.5	25 *		27 *	15.9	28 *	16.2	16.2	29 *
TV HOUSEHOLDS USING TV WK 1		48.1	49.6	51.8	54.0	55.1	55.4	55.5	55.7	55.6	56.6	56.8	56.7	54.0	53.3	53.0	52.5	
(See Def. 1)		58.9	59.9	60.3	61.3	63.9	65.0	64.1	63.5	62.3	62.1	61.3	60.2	58.8	58.3	56.4	55.7	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • SAT. NOV. 6, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 31, 1971

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	58.2	60.2	61.2	62.9	64.1	64.9	65.3	66.4	66.3	66.0	63.3	62.7	59.3	58.0	53.9	51.8
(See Def. 1)	59.4	61.0	62.7	64.4	66.2	67.4	67.1	68.6	69.1	69.6	68.5	66.8	61.7	58.3	55.0	53.3

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. NOV. 7, 1971

EVE. • MON. NOV. 8, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					10,120 16.3				22,730 36.6								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,510 13.7 21				14,470 23.3 39	21.9* 32 *		26.4* 39 *		25.4* 39 *		23.8* 39 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13.3	14.1			20.7	23.1	26.1	26.7	26.3	24.5	23.9	23.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					19,130 30.8				16,460 26.5		13,720 22.1		13,100 21.1		10,370 16.7		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,770 25.4 38	24.1* 36 *	26.7* 39 *		15,030 24.2 36		12,850 20.7 31		11,990 19.3 30		9,380 15.1 26		14.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23.1	25.1	26.6	26.9	23.8	24.5	20.9	20.4	19.5	19.1	15.9		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,880 28.8				19,250 31.0								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,910 22.4 33	20.8* 31 *	24.0* 35 *		12,610 20.3 32	21.4* 31 *		20.1* 30 *		19.7* 31 *		19.9* 35 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20.5	21.1	24.5		22.1	20.6	20.3	19.9	19.0	19.7	20.7	19.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,870 17.5				18,130 29.2								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,380 15.1 23				10,490 16.9 29	16.7* 25 *		18.7* 28 *		18.0* 28 *		16.8* 28 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14.5	15.7			15.4	18.0	19.0	18.5	18.7	17.3	17.1	16.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,000 30.6				16,890 27.2		14,970 24.1		12,610 20.3		10,250 16.5		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,460 24.9 36	23.5* 34 *	26.4* 39 *		15,150 24.4 35		13,540 21.8 34		11,300 18.2 30		8,940 14.4 26		14.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22.2	24.7	26.5	26.3	24.2	24.7	22.0	21.5	18.2	18.3	14.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,140 27.6				18,200 29.3				16,770 27.0				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,600 21.9 32	21.5* 32 *	22.2* 32 *		13,540 21.8 33	22.8* 33 *		20.9* 32 *		22.0* 36 *		22.1* 40 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21.7	21.3	22.3	22.2	23.8	21.8	20.8	20.9	21.6	22.4	23.0	21.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	61.3	62.4	62.2	64.5	66.3	67.4	67.8	68.4	68.1	68.0	67.5	66.4	64.2	62.6	59.2	55.1
		WK 2	59.5	61.6	62.4	64.8	67.3	69.2	68.6	68.5	68.8	69.1	65.9	64.1	61.5	60.4	57.2	53.6
* Half-hour ratings for immediately preceding and subject quarter-hours.																		
EVE • MON NOV. 15, 1971																		

U.S. TV Households: 62,000,000
* Half-hour ratings (for immediately preceding and subject quarter-hours).

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • MON. NOV. 15, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 9, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			15,900 25.6				20,800 33.5						19,810 31.9				
	ABC TV			← Mod Squad →				← Movie of the Week "DO NOT FOLD, SPINDLE OR MUTILATE" →				← Marcus Welby, M.D. →						
	AVERAGE AUDIENCE (Households (000) & %)			12,730 20.5				15,090 24.3						16,770 27.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 19.8	31 *	20.7	21.4	32 * 24.5	36 *	23.1	36 *	23.6	25.4	41 * 25.4	50 25.4	44 * 26.1	56 * 28.8	56 * 27.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			17,080 27.5				18,940 30.5					14,720 23.7					
	CBS TV			← Glen Campbell Hour →				← Hawaii Five-O →				← Cannon →						
	AVERAGE AUDIENCE (Households (000) & %)			13,410 21.6	20.4 *			16,210 26.1	25.6 *				11,920 19.2	19.7 *		18.7 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.8	32 *	22.0	23.7	40 * 25.1	39 *	26.8	40 *	26.4	32 20.1	31 * 19.3	32 * 19.1	32 * 18.3		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			13,290 21.4				9,190 14.8					9,940 16.0					
	NBC TV			← Ironside →				← Sarge →				← Funny Side →						
	AVERAGE AUDIENCE (Households (000) & %)			11,120 17.9	17.0 *			7,450 12.0	11.9 *				6,960 11.2	12.2 *		10.1 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 16.2	27 *	19.0	28 *	18 15.9	18 *	12.3	18 *	12.0	19 12.2	19 * 12.3	19 * 12.3	17 * 10.7	9.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			15,650 25.2				22,130 35.8						15,800 25.1				
	ABC TV			← Mod Squad →				← Movie of the Week "MR. & MRS. BO JO JONES" →				← Marcus Welby, M.D. →						
	AVERAGE AUDIENCE (Households (000) & %)			12,480 20.1	18.7 *			18,750 30.2	28.2 *				32.0 *	18,010 29.0	28.4 *	28.4 *	30.2	29.6 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.4	29 *	20.7	33 *	45 27.5	42 *	29.9	44 *	30.3	48 *	52 28.4	48 *	48 *	56 *	56 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			15,400 24.8				17,880 28.8					13,290 21.4					
	CBS TV			← Glen Campbell Hour →				← Hawaii Five-O →				← Cannon →						
	AVERAGE AUDIENCE (Households (000) & %)			12,050 19.4	18.9 *			15,400 24.8	24.6 *				10,930 17.6	17.8 *		17.5 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 18.6	30 *	19.5	30 *	36 24.4	36 *	25.2	36 *	25.0	28 18.2	27 * 17.4	27 * 18.2	29 * 18.2	29 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			14,970 24.1				8,070 13.0					9,940 16.0					
	NBC TV			← Ironside →				← Sarge →				← Funny Side →						
	AVERAGE AUDIENCE (Households (000) & %)			12,300 19.8	19.2 *			6,710 10.8	11.0 *				6,770 10.9	11.3 *		10.4 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.8	30 *	20.7	31 *	16 11.2	16 *	10.6	16 *	10.7	17 11.4	17 * 11.2	17 * 11.2	18 * 10.6	18 *	
TV HOUSEHOLDS USING TV WK 1		57.8	60.1	63.0	64.9	65.3	67.0	65.9	65.8	66.0	65.6	63.1	62.3	59.1	57.0	52.0	49.2	
(See Def. 1)		58.9	61.4	63.1	64.4	65.5	66.7	67.0	68.1	68.6	69.2	67.1	64.9	60.3	58.5	54.2	51.7	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • TUE. NOV. 16, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 10, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W					8,820 14.2		10,180 16.4		8,880 14.3		4,970 8.0		6,210 10.0				
E					Bewitched		Courtship of Eddie's Father		Smith Family		Shirley's World		Man And The City				
E					7,820 12.6 20		9,000 14.5 22		8,070 13.0 20		4,280 6.9 10		4,660 7.5 13		7.5* 13*		7.5* 13*
K					12.2	13.0	14.5	14.5	12.8	13.2	7.2	6.7	7.6	7.3	7.2		7.7
1					17,200 27.7				18,690 30.1				18,130 29.2				
W					Carol Burnett Show				Medical Center		Mannix						
E					13,350 21.5 33	20.2* 31*			15,960 25.7 39	24.6* 37*		26.9* 41*	15,400 24.8 43	25.5* 43*	24.8	24.2* 43*	
K					20.1	20.4	22.6	22.9	24.3	24.8	26.8	27.1	25.8	25.2	24.8	23.6	
2					17,080 27.5		18,260 29.4						14,900 24.0				
W					Adam 12		NBC Mystery Movie "HUSBANDS, WIVES AND KILLERS" (8:30-10:00PM)		Night Gallery								
E					15,540 25.1 39	13,720 22.1 34	21.4* 33*		22.3* 34*			22.6* 34*	12,420 20.0 35	20.6* 35*	20.0	19.5* 35*	
K					24.3	25.9	21.7	22.2	22.4	23.2	22.0	22.0	21.0 10.0	20.8	20.0	19.0	
1					10,120 16.3		10,100 15.1		7,450 12.0		5,280 8.5		4,210 10.0				
W					Bewitched		Courtship of Eddie's Father		Smith Family		Shirley's World		Man And The City				
E					9,130 14.7 22		8,820 14.2 21		6,770 10.9 17		4,530 7.3 11		4,350 7.0 12		7.1* 12*		7.0* 13*
K					14.3	15.0	14.3	14.1	10.9	10.8	7.6	7.0	7.4	6.8	6.8		7.2
2					17,760 28.6				17,570 28.3				16,700 26.9				
W					Carol Burnett Show				Medical Center		Mannix						
E					13,230 21.3 32	20.8* 32*		21.9* 33*	14,720 23.7 36	22.6* 34*		24.8* 38*	14,410 23.2 41	23.2* 40*	23.8	23.2* 42*	
K					20.7	20.9	22.0	21.7	22.1	23.0	24.7	24.9	22.9	23.5	23.8	22.6	
2					17,390 28.0		21,110 34.0						15,710 25.3				
W					Adam 12		NBC Mystery Movie "SUITABLE FOR FRAMING" (8:30-10:00PM)		Night Gallery								
E					16,020 25.8 39	16,020 25.8 39	25.5* 38*		25.9* 39*			26.0* 40*	13,100 21.1 37	21.5* 37*	21.5	20.8* 38*	
K					24.6	26.9	25.4	25.7	26.1	25.7	26.1	25.9	21.5	21.4	21.5	20.1	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

58.1 59.3 60.3 61.9 63.3 65.1 65.0 65.8 66.0 66.6 66.3 65.2 59.9 58.7 57.1 57.2 54.5
57.1 59.0 59.6 62.1 65.1 66.9 66.5 66.9 65.5 65.7 66.2 65.0 58.6 57.1 56.4 56.4 53.8

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. NOV. 17, 1971

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 11, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
E																	
E																	
K																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,990 19.3				14,840 23.9				12,670 20.4				
AVERAGE AUDIENCE (Households (000) & %)					9,810 15.8	15.4*		16.1*	12,420 20.0	19.8*		20.2*	17.1 31	17.4*	16.6*		
SHARE OF AUDIENCE %					24	24 *		25 *	31	31 *		32 *	31	30 *	31 *		
AVG. AUD. BY ¼ HR. %					14.7	16.0	16.0	16.2	19.1	20.4	20.3	20.0	17.7	17.2	16.7	17.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,550 18.6				18,070 29.1								
AVERAGE AUDIENCE (Households (000) & %)					8,880 14.3	14.0*		14.7*	12,850 20.7	21.5*		22.0*		20.1*	18.6*		
SHARE OF AUDIENCE %					22	22 *		22 *	34	33 *		35 *		35 *	34 *		
AVG. AUD. BY ¼ HR. %					14.4	13.6	14.1	15.2	20.6	22.4	22.4	21.6	20.7	19.5	19.0	17.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,920 35.3				14,470 23.3				13,540 21.8				
AVERAGE AUDIENCE (Households (000) & %)					18,130 29.2	28.4*		30.0*	10,060 16.2	17.3*		15.1*	9,690 15.6	15.2*	16.1*		
SHARE OF AUDIENCE %					45	44 *		46 *	25	27 *		24 *	28	26 *	30 *		
AVG. AUD. BY ¼ HR. %					27.6	29.3	29.2	29.7	18.6	15.9	15.1	15.1	15.3	15.1	15.2	16.4	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,410 21.6				14,100 22.7				11,740 18.9				
AVERAGE AUDIENCE (Households (000) & %)					10,870 17.5	17.4*		17.5*	12,050 19.4	19.6*		19.2*	10,120 16.3	16.0*	16.7*		
SHARE OF AUDIENCE %					27	28 *		27 *	31	31 *		31 *	29	27 *	30 *		
AVG. AUD. BY ¼ HR. %					17.0	17.9	17.4	17.7	19.1	20.0	19.6	18.7	15.8	16.3	16.7	16.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,360 18.3				17,260 27.8								
AVERAGE AUDIENCE (Households (000) & %)					9,000 14.5	13.6*		15.5*	12,920 20.8	20.3*		20.6*		21.3*	21.0*		
SHARE OF AUDIENCE %					23	22 *		24 *	35	32 *		33 *		37 *	38 *		
AVG. AUD. BY ¼ HR. %					13.1	14.1	15.0	15.9	20.6	20.0	20.5	20.6	21.5	21.2	21.3	20.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,490 34.6				14,660 23.6				13,790 22.2				
AVERAGE AUDIENCE (Households (000) & %)					17,950 28.9	28.7*		29.1*	10,990 17.7	18.0*		17.4*	10,120 16.3	16.6*	15.9*		
SHARE OF AUDIENCE %					45	45 *		45 *	28	29 *		28 *	29	29 *	29 *		
AVG. AUD. BY ¼ HR. %					28.2	29.2	29.9	28.3	18.9	17.0	17.2	17.6	17.2	16.1	15.5	16.3	
TV HOUSEHOLDS USING TV					55.2	57.8	59.9	60.6	63.1	64.9	65.7	65.8	64.3	64.8	63.6	62.4	58.7
(See Def. 1)					56.2	58.2	58.3	59.8	62.5	63.9	64.8	64.8	63.3	61.7	61.7	62.0	58.9
WK 1																	
WK 2																	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • THU. NOV. 18, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. NOV. 12, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,280 24.6		16,210 26.1		14,470 23.3		14,160 22.8		16,890 27.2				
AVERAGE AUDIENCE (Households (000) & %)					14,030 22.6		14,970 24.1		13,350 21.5		12,980 20.9		13,170 21.2		19.8*		22.6*
SHARE OF AUDIENCE %					39		39		34		33		36		33*		40*
AVG. AUD. BY ¼ HR. %					22.2	23.1	23.6	24.5	21.4	21.6	20.7	21.1	19.5	20.0	22.9	22.4	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					8,320 13.4		13,720 22.1				14,030 22.6						
AVERAGE AUDIENCE (Households (000) & %)					7,580 12.2		10,180 16.4				9,630 15.5						
SHARE OF AUDIENCE %					21		27		14.9*		17.9*	15.3*			15.1*		16.1*
AVG. AUD. BY ¼ HR. %					12.3	12.2	15.0	14.8	17.7	18.1	15.4	15.2	15.0	15.1	16.5	15.8	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,240 18.1		19,000 30.6										
AVERAGE AUDIENCE (Households (000) & %)					10,310 16.6		13,290 21.4										
SHARE OF AUDIENCE %					29		35		20.2*		21.7*	22.0*			21.9*		
AVG. AUD. BY ¼ HR. %					16.1	17.1	19.8	20.6	21.6	21.7	21.9	22.1	22.3	21.4			
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,090 24.3		16,020 25.8		14,350 23.1		12,920 20.8		12,920 20.8		20.1*		21.5*
AVERAGE AUDIENCE (Households (000) & %)					14.1		15.4		13.8		13.5		13.7		13.5*		14.0*
SHARE OF AUDIENCE %					23.6	25.0	25.4	26.2	22.9	23.3	20.9	20.7	19.9	20.3	21.0	21.3	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,560 15.4		14,470 23.3				16,520 26.6						
AVERAGE AUDIENCE (Households (000) & %)					7,890 12.7		11,550 18.6				11,360 18.3						
SHARE OF AUDIENCE %					22		30		18.1*		19.1*	17.9*			17.8*		19.1*
AVG. AUD. BY ¼ HR. %					12.1	13.3	18.0	18.3	18.9	19.3	18.4	17.3	17.7	18.0	19.5	18.7	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,000 16.1		15,210 24.5									2,730 4.4	
AVERAGE AUDIENCE (Households (000) & %)					8,820 14.2		10,180 16.4										
SHARE OF AUDIENCE %					24		27		15.3*		16.5*	16.8*			17.0*		3.6
AVG. AUD. BY ¼ HR. %					14.1	14.4	15.5	15.2	16.4	16.7	16.8	16.9	17.3	16.7	4.2	3.0	
W																	
TV HOUSEHOLDS USING TV																	
WK 1	54.2	56.2	56.8	57.7	57.2	58.7	60.2	61.9	61.9	61.9	62.8	62.5	62.7	61.4	60.4	57.3	55.0
WK 2	54.5	55.4	56.0	56.4	57.8	59.9	61.4	61.9	61.1	61.6	59.6	58.2	58.2	57.8	55.4	53.2	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • FRI. NOV. 19, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE • SAT. NOV. 13, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
E																	
E																	
K																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					8,010 12.9		16,830 27.1							9,690 15.6			
AVERAGE AUDIENCE (Households (000) & %)					7,080 11.4 18		12,980 20.9 33	20.4* 33 *		21.4* 34 *			20.8* 34 *	7,890 12.7 23	13.3* 23 *	12.1* 22 *	12.1*
SHARE OF AUDIENCE %					11.2	11.5	19.8	21.0	21.2	21.6	21.3		20.3	13.8	12.7	12.1	12.0
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,870 33.6		15,400 24.8		13,910 22.4		13,290 21.4			12,670 20.4			
AVERAGE AUDIENCE (Households (000) & %)					19,440 31.3 50		14,160 22.8 36		13,100 21.1 33		12,420 20.0 33			11,120 17.9 32	18.1* 32 *	17.7* 32 *	17.7*
SHARE OF AUDIENCE %					30.5	32.2	23.2	22.3	21.0	21.2	20.0	20.0		17.9	18.3	18.3	17.2
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,560 17.0		9,130 14.7		18,200 29.3								
AVERAGE AUDIENCE (Households (000) & %)					9,560 15.4 25		8,010 12.9 21		11,800 19.0 32	17.0* 27 *			17.7* 29 *		20.3* 35 *	20.9* 38 *	20.9*
SHARE OF AUDIENCE %					19.4	15.4	13.4	17.0	17.1	17.6	17.6	17.8	20.2	20.4	20.4	20.8	20.8
AVG. AUD. BY ¼ HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,770 27.0												
AVERAGE AUDIENCE (Households (000) & %)					9,380 15.1 25	13.1* 21 *		16.6* 26 *		16.0* 26 *			14.9* 24 *		15.2* 26 *	15.2* 26 *	15.4
SHARE OF AUDIENCE %					12.7	13.5	16.4	16.7	17.1	14.8	14.9	15.0	15.2	15.2	15.2	15.4	9.6
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					22,730 36.6		18,130 29.2		17,330 27.9		16,950 27.3			17,330 27.9			
AVERAGE AUDIENCE (Households (000) & %)					20,870 33.6 52		16,150 26.0 41		15,770 25.4 40		15,530 25.0 41			13,970 22.5 40	22.6* 39 *	22.4* 41 *	22.4*
SHARE OF AUDIENCE %					32.6	34.7	26.1	26.0	24.7	26.0	25.3	24.7	22.7	22.5	22.5	22.7	22.0
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,750 31.8												
AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5 27	13.4* 21 *		16.0* 25 *		16.8* 27 *			17.4* 28 *		17.6* 30 *	17.8* 32 *	17.8*
SHARE OF AUDIENCE %					14.0	12.7	10.0	16.0	16.8	16.8	17.3	17.5	17.7	17.7	17.5	17.5	18.0
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1																	
(See Def. 1)																	
U.S. TV Households: 62,100,000																	
(R) Originated in Black & White.																	
(R) Repeat, See page B.																	
(OP) Other Programs: See Pages 72-75																	

U.S. TV Households: 62,100,000
 (R) Originated in Black & White.
 (R) Repeat, See page B.
 (OP) Other Programs: See Pages 72-75

EVE • SAT. NOV. 20, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 14, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					25,960 41.8												
		AVERAGE AUDIENCE (Households (000) & %)					16,080 25.9	21.9*		24.4*		25.0*		28.5*		28.3*		28.7*	
		SHARE OF AUDIENCE %					42	33 *		36 *		38 *		43 *		45 *		49 *	
		AVG. AUD. BY 1/4 HR. %					21.5	22.4	24.1	24.7	25.4	25.9	28.5	28.6	28.8	28.8	29.2	28.2	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		16,330 26.3									10,370 16.7						
		AVERAGE AUDIENCE (Households (000) & %)		9,190 14.8	14.1*		13.4*		15.9*		15.7*	7,820 12.6	11.9*		13.3*				
		SHARE OF AUDIENCE %		23	23 *		20 *		24 *		23 *	19	18 *		21 *				
		AVG. AUD. BY 1/4 HR. %		13.9	14.4	13.3	13.4	15.9	15.9	15.7	15.7	11.8	12.0	13.3	13.4				
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		19,870 32.0			14,470 23.3			17,020 27.4				14,030 22.6					
		AVERAGE AUDIENCE (Households (000) & %)		14,590 23.5	21.8*		13,350 21.5		14,160 22.8	22.4*		23.3*	11,610 18.7	18.8*		18.5*			
		SHARE OF AUDIENCE %		37	36 *		38 *	32	34	33 *		35 *	30	29 *		31 *			
		AVG. AUD. BY 1/4 HR. %		21.1	22.5	25.0	25.4	21.5	21.5	22.0	22.7	23.5	23.1	19.2	18.4	19.0	18.1		
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,280 23.0	20.7*		25.3*	13,100 21.1	21.3*		21.2*		21.3*		20.5*	
		AVERAGE AUDIENCE (Households (000) & %)					33	30 *		36 *	34	31 *		33 *		35 *		38 *	
		SHARE OF AUDIENCE %					19.8	21.7	24.9	25.7	21.3	21.3	21.3	21.2	21.7	20.9	21.2	19.7	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		17,950 28.9									12,170 19.6						
		AVERAGE AUDIENCE (Households (000) & %)		11,180 18.0	16.2*		16.7*		19.4*		9,750 15.7	14.9*		16.4*					
		SHARE OF AUDIENCE %		27	25 *		25 *		28 *		29 *	25	23 *	27 *					
		AVG. AUD. BY 1/4 HR. %		16.2	16.3	16.6	16.8	19.5	19.3	20.0	19.1	14.8	15.0	16.6	16.2				
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		19,620 31.6			12,980 20.9			18,630 30.0				14,350 23.1					
		AVERAGE AUDIENCE (Households (000) & %)		16,080 25.9	25.3*		12,170 19.6		14,970 24.1	23.4*		24.8*	11,670 18.8	18.5*		19.1*			
		SHARE OF AUDIENCE %		39	39 *		39 *	28	36	34 *		39 *	33	31 *		36 *			
		AVG. AUD. BY 1/4 HR. %		24.7	25.9	27.1	25.8	19.4	19.7	22.9	23.9	25.1	24.6	18.6	18.3	19.4	18.8		
TV HOUSEHOLDS USING TV			WK 1	55.8	57.9	60.1	62.6	64.9	66.6	67.1	67.7	67.8	68.1	67.1	66.5	65.0	63.2	60.2	57.3
(See Def. 1)			WK 2	60.7	62.2	64.7	66.1	67.6	68.6	69.0	69.7	68.7	68.0	64.9	63.7	61.5	59.6	55.7	52.0

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (See Insert opposite page 10)

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

(1) FOR REM. RATINGS, SEE OP. PAGES.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • SUN. NOV. 21, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. NOV. 22, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																				
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,380 13.5						20,800 33.5							
		AVERAGE AUDIENCE (Households (000) & %)					7,390 11.9						12,730 20.5	20.3*		22.5*		22.2*		20.3*
		SHARE OF AUDIENCE %					18						34	30*		33*		34*		34*
		AVG. AUD. BY 1/4 HR. %					11.3	12.5					19.5	21.0	22.4	22.6	23.0	21.5	20.5	20.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)					21,110 34.0					18,510 29.8		15,030 24.2		13,790 22.2		11,920 19.2			
	AVERAGE AUDIENCE (Households (000) & %)					17,950 28.9	28.1*				16,270 26.2		13,850 22.3		12,790 20.6		10,560 17.0			
	SHARE OF AUDIENCE %					42	41*				42*	38	33		32		30		30	
	AVG. AUD. BY 1/4 HR. %					27.3	29.0	30.2	29.0		25.9	26.5	22.6	22.0	20.6	20.5	17.4	16.7		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,390 26.4					17,020 27.4									
	AVERAGE AUDIENCE (Households (000) & %)					12,540 20.2	18.6*				11,120 17.9	18.3*		18.6*		18.0*		16.6*		
	SHARE OF AUDIENCE %					29	27*				31*	28	26*	27*		28*		29*		
	AVG. AUD. BY 1/4 HR. %					18.3	19.0	1.3	22.1	18.7	17.8	18.7	18.5	18.2	17.8	17.4	15.7			
ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,200 13.2					21,360 34.4									
	AVERAGE AUDIENCE (Households (000) & %)					7,270 11.7					12,540 20.2	20.5*		23.6*		21.9*		19.9*		
	SHARE OF AUDIENCE %					18					34	29*		34*		33*		33*		
	AVG. AUD. BY 1/4 HR. %					11.2	12.2				19.1	21.9	24.0	23.3	22.5	21.3	19.7	20.1		
CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,810 31.9					17,950 28.9		14,970 24.1		13,540 21.8		10,810 17.4			
	AVERAGE AUDIENCE (Households (000) & %)					16,270 26.2	25.0*				15,960 25.7		13,720 22.1		12,480 20.1		9,500 15.3			
	SHARE OF AUDIENCE %					38	37*				39*	37	33		32		27		27	
	AVG. AUD. BY 1/4 HR. %					24.2	25.8	27.4	27.4	25.4	26.0	22.4	21.8	20.1	20.1	15.9	14.8			
NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,200 27.7					19,060 30.7									
	AVERAGE AUDIENCE (Households (000) & %)					12,980 20.9	19.0*				12,170 19.6	20.2*		19.7*		19.1*		19.3*		
	SHARE OF AUDIENCE %					30	28*				33*	31	29*	30*		31*		34*		
	AVG. AUD. BY 1/4 HR. %					18.4	19.6	22.5	23.1	21.2	19.2	19.8	19.6	19.2	19.1	19.5	19.0			
TV HOUSEHOLDS USING TV		WK 1	59.8	61.8	63.9	65.3	67.7	69.4	70.1	69.8	69.0	69.2	68.2	67.4	64.5	63.0	58.9	54.7		
(See Def. 1)		WK 2	62.4	63.6	63.9	64.9	66.6	68.5	69.5	69.8	69.0	68.5	67.2	65.6	63.2	61.5	57.0	55.0		

U.S. TV Households: 62,000,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

FIVE • MON NOV 29 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 23, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			16,330 26.3				20,370 32.8						20,560 33.1				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			12,980 20.9				15,090 24.3						26.3*	17,140 27.6	26.1*		29.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 18.6	19.2*			34* 22.7	37 22.3	34* 22.7	23.6	24.0* 24.3	25.9	41* 26.8	48 25.7	43* 26.5	29.5	53* 28.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			15,460 24.9				18,440 29.7						15,460 24.9				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			11,740 18.9				15,840 25.5						11,920 19.2	19.3*	19.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 17.3	28*			30* 21.0	39 25.7	39* 25.7	25.7	25.2* 24.8	19.7	38* 18.9	31 19.7	31* 18.4		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			13,910 22.4				9,870 15.9						9,870 15.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			11,490 18.5				7,820 12.6						7,020 11.3	11.5*	11.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 17.3	29*			28* 18.0	19 12.0	19* 12.7	13.0	12.8* 12.6	18 11.6	18* 11.5	18* 11.4	18* 10.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			14,780 23.8				25,000 40.9						25,170 35.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			11,670 18.8				20,430 32.9						18,260 29.4	28.8*		30.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 17.3	27*			29* 20.4	48 30.4	44* 31.1	32.2	32.6* 33.0	35.6	52* 35.5	49 29.1	45* 28.4	53* 30.5	29.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			13,720 22.1				16,830 27.1						14,160 22.8				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			10,680 17.2				14,220 22.9						11,300 18.2	18.0*	18.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 15.4	25*			27* 18.5	33 22.6	33* 23.0	23.3	22.9* 22.5	18.1	26* 17.9	29* 18.7	29* 18.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,920 19.2				8,450 13.6						8,140 13.1				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			9,250 14.9				6,330 10.2						5,650 9.1	8.7*	9.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23 13.4	22*			24* 15.8	15 10.6	15* 10.4	9.9	9.9* 9.9	8.9	14* 8.5	13* 9.4	15* 9.5		
TV HOUSEHOLDS USING TV		WK 1	54.9	58.1	62.0	64.3	65.8	66.7	65.1	66.0	66.0	65.5	63.4	63.5	61.5	60.6	55.7	53.4
(See Def. 1)		WK 2	58.4	60.7	63.8	65.8	67.1	68.0	69.2	69.5	69.7	69.9	68.2	67.9	64.9	63.1	58.6	55.3

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • TUE. NOV. 30, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 24, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES																													
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							20,060 32.3																					
	ABC TV							South Pacific																					
	AVERAGE AUDIENCE (Households (000) & %)							11,670 18.8 30 17.0		16.9* 27* 16.8		18.3* 28* 18.4		20.2* 31* 20.1		19.4* 30* 18.9		19.4* 31* 19.2		18.5* 31* 17.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							16,150 26.0		15,590 25.1		16,080 25.9																	
	CBS TV							Carol Burnett Show		Medical Center®					Mannix														
	AVERAGE AUDIENCE (Households (000) & %)							12,230 19.7 30 17.7		18.2* 29* 18.7		21.2* 32* 20.9		13,170 21.2 32 20.1		20.6* 31* 21.9		21.8		22.0		21.9* 34* 22.0		22.3 36* 22.1		22.3* 37* 22.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							14,900 24.0		16,580 26.7		12,730 20.5																	
	NBC TV							Adam 12		NBC Mystery Movie "SOMEBODY'S OUT TO GET JENNY"					Night Gallery														
	AVERAGE AUDIENCE (Households (000) & %)							13,410 21.6 34 20.8		12,230 19.7 30 19.6		19.9* 30* 20.3		19.8* 30* 20.2		19.4* 30* 19.4		19.5		11,120 17.9 29 17.2		17.5* 28* 17.8		18.2* 30* 18.2					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							9,190 14.8		10,960 16.2		9,690 15.6		5,150 9.9		6,400 10.3													
	ABC TV							Bewitched		Courtship of Eddie's Father		Smith Family		Shirley's World		Man And The City													
	AVERAGE AUDIENCE (Households (000) & %)							8,070 13.0 19 12.4		8,880 14.3 20 13.6		14.9		8,570 13.8 20 13.9		13.7		5,530 8.9 14 9.0		8.7		4,970 8.0 14 8.3		8.2* 14* 8.1		7.9* 14* 7.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							18,070 29.1				21,490 34.6		19,810 31.9															
	CBS TV							Carol Burnett Show		Medical Center					Mannix														
	AVERAGE AUDIENCE (Households (000) & %)							13,410 21.6 31 20.2		20.7* 30* 21.2		22.5* 32* 22.8		17,080 27.5 41 25.7		26.1* 38* 26.6		28.6		28.9* 44* 29.1		27.8 48 28.1		28.3* 47* 28.6		27.2* 48* 26.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							18,440 29.7		21,740 35.0		12,110 19.5																	
	NBC TV							Winnie The Pooh And The Blustery Day (Sears, Roebuck & Co.)		Hallmark Hall of Fame "ALL THE WAY HOME" (Hallmark)					Night Gallery														
	AVERAGE AUDIENCE (Households (000) & %)							16,270 26.2 38 25.7		14,160 22.8 34 25.9		24.8* 35* 23.7		22.7		22.5* 33* 22.3		21.7		21.0* 32* 20.3		9,690 15.6 27 15.9		15.8* 26* 15.8		15.5 26* 15.5		15.5* 28* 15.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																												
TV HOUSEHOLDS USING TV WK 1		54.2	56.8	58.2	60.7	62.8	64.6	65.4	65.6	65.8	65.7	65.4	64.4	62.1	61.6	61.5	59.7												
(See Def. 1)		60.0	62.2	63.4	64.5	67.7	68.8	69.8	70.2	68.5	68.1	66.4	65.1	60.2	59.1	57.6	54.8												

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • WED. DEC. 1, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 25, 1971

NATIONAL Nielsen TV AUDIENCE CUES ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,340 24.7												
		AVERAGE AUDIENCE (Households (000) & %)					8,510 13.7	10.6*		12.1*		14.8*		14.6*		15.0*		15.0*	
		SHARE OF AUDIENCE %					26	22 *		23 *		27 *		26 *		28 *		29 *	
		AVG. AUD. BY ¼ HR. %					10.1	11.1	11.6	12.5	14.5	15.0	14.5	14.6	15.1	14.9	15.4	14.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,050 17.8				9,250 14.9				8,260 13.3					
	AVERAGE AUDIENCE (Households (000) & %)					8,630 13.9	13.2*		14.7*	6,960 11.2	11.3*		11.0*	6,150 9.9	10.4*		9.4*		
	SHARE OF AUDIENCE %					26	25 *		26 *	20	20 *		20 *	19	20 *		19 *		
	AVG. AUD. BY ¼ HR. %					12.4	14.0	14.7	14.8	11.6	11.1	11.2	10.8	10.6	10.2	9.5	9.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,430 32.9				19,000 30.6				18,010 29.0					
	AVERAGE AUDIENCE (Households (000) & %)					15,590 25.1	23.9*		26.4*	16,080 25.9	24.9*		27.0*	14,530 23.4	23.9*		23.0*		
	SHARE OF AUDIENCE %					46	46 *		47 *	46	45 *		48 *	45	45 *		46 *		
	AVG. AUD. BY ¼ HR. %					23.6	24.1	26.2	26.6	24.0	25.9	27.2	26.7	23.8	24.0	23.2	22.8		
ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,180 18.0				12,050 19.4				12,480 20.1					
	AVERAGE AUDIENCE (Households (000) & %)					8,880 14.3	14.0*		14.5*	9,440 15.2	15.5*		15.0*	10,430 16.8	16.8*		16.7*		
	SHARE OF AUDIENCE %					22	22 *		21 *	23	24 *		23 *	29	28 *		30 *		
	AVG. AUD. BY ¼ HR. %					13.5	14.5	14.8	14.3	16.0	15.0	15.0	15.1	17.1	16.6	16.4	17.0		
CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,620 17.1				16,950 27.3									
	AVERAGE AUDIENCE (Households (000) & %)					7,890 12.7	12.1*		13.4*	12,420 20.0	20.1*		21.1*		19.9*		18.5*		
	SHARE OF AUDIENCE %					19	19 *		20 *	32	31 *		33 *		33 *		33 *		
	AVG. AUD. BY ¼ HR. %					11.6	12.6	13.1	13.6	19.1	21.0	21.3	20.8	20.2	19.7	19.5	15.5		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					24,650 39.7				18,320 29.5				15,770 25.4					
	AVERAGE AUDIENCE (Households (000) & %)					20,370 32.8	31.4*		34.1*	15,090 24.3	24.7*		23.8*	11,670 18.8	19.2*		18.3*		
	SHARE OF AUDIENCE %					49	48 *		51 *	37	38 *		37 *	33	32 *		33 *		
	AVG. AUD. BY ¼ HR. %					30.5	32.4	34.0	34.1	24.9	24.5	24.1	23.6	19.5	19.0	18.1	18.5		
TV HOUSEHOLDS USING TV		WK 1	43.8	45.5	47.4	49.5	51.2	53.4	55.3	56.5	55.2	55.9	56.5	56.2	53.6	52.4	51.0	49.6	
(See Def. 1)		WK 2	55.7	58.0	58.2	60.0	63.9	66.3	67.3	67.8	65.5	65.1	65.0	64.1	60.9	59.3	57.7	52.4	

U.S. TV Households: 62,000,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • THU. DEC. 2, 1971

6.3 (R) Originated in Black & White.

(R) Repeat, See Page 8.

(OP) Other Programs: See Pages 72-79

EVE. • FRI. NOV. 26, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

W

E

E

K

1

W

E

E

K

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • FRI. DEC. 3, 1971

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

13,910

22.4

Brady Bunch

15,770

25.4

Partridge Family

12,670

20.4

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

10,930

17.6

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

12,540

20.2

Brady Bunch

14,530

23.4

Partridge Family

9,000

14.5

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

8,200

13.2

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

7,330

11.8

Chicago Teddy
Bears

20,430

32.9

O'Hara, U.S. Treasury

23,910

38.5

New CBS Friday Night Movies
"A DEATH OF INNOCENCE" (9:30-11:00PM)

6,580

10.6

Chicago Teddy
Bears

14,720

23.7

O'Hara, U.S. Treasury

19.9*

27.5*

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

19,130

30.8

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

9,440

15.2

The D.A.

9,870

15.9

O'Hara, U.S. Treasury

Chronolog

8,510

13.7

Chicago Teddy
Bears

4,720

7.6

O'Hara, U.S. Treasury

8.5*

15*

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

7.7*

13*

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

20,800

33.5

Santa Claus Is Coming To Town
(Milton Bradley)

13,790

22.2

O'Hara, U.S. Treasury

12,420

20.0

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

11,590

23.5

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

17,640

28.4

Chicago Teddy
Bears

28.3*

28.4*

O'Hara, U.S. Treasury

20.6

18.1

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

11,240

18.1

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

6,520

10.5

Chicago Teddy
Bears

13,850

22.3

O'Hara, U.S. Treasury

17,640

28.4

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

12,480

20.1

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

5,710

9.2

Chicago Teddy
Bears

10,120

16.3

O'Hara, U.S. Treasury

14.4*

23*

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

18.2*

29*

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

10,490

16.9

The D.A.

18,070

29.1

O'Hara, U.S. Treasury

19.2*

31*

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

21.4*

34*

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

9,440

15.2

Chicago Teddy
Bears

11,920

19.2

O'Hara, U.S. Treasury

16.0*

25*

Plimpton, The Great
Quarterback Sneak
(Du Pont, E.I.)

19.4*

21.4

G.E. Monogram Special
"THE EAGLE & THE HAWK"
(Gen. Electric)

54.7

56.2

56.1

56.7

56.7

56.9

57.8

58.5

57.9

57.5

56.7

56.8

56.8

57.9

57.4

58.6

60.4

61.0

62.3

63.4

63.5

62.9

63.2

62.8

57.1

57.0

55.7

61.2

60.5

57.4

53.7

53.2

53.7

53.7

53.2

53.2

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. NOV. 27, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE { 8,510
(Households (000) & %) 13.7

ABC TV

AVERAGE AUDIENCE { 7,270
(Households (000) & %) 11.7
SHARE OF AUDIENCE % 20
AVG. AUD. BY 1/4 HR. % 12.0 11.3

Kodak's
All American
Football Team
(Eastman-Kodak)

Movie of the Weekend
"THE FAILING OF RAYMOND"

Persuaders

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

All In The Family

Funny Face

New Dick Van
Dyke Show

Mary Tyler Moore
Show

Mission: Impossible

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

The Partners

Good Life

NBC Saturday Night at the Movies®
"HOUR OF THE GUN" (9:00-11:00PM)

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Getting Together

Movie of the Weekend
"THE DEVIL AND MISS SARAH"

Persuaders

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

All In The Family

Funny Face

New Dick Van
Dyke Show

Mary Tyler Moore
Show

Mission: Impossible

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

The Partners

Good Life

NBC Saturday Night at the Movies
"ONE MORE TRAIN TO ROME" (9:00-11:15PM) (1)

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

57.7	58.4	59.1	61.1	63.2	63.6	61.2	60.9	59.5	59.9	59.4	59.0	56.0	54.4	53.2	51.7
54.2	56.0	57.2	59.3	61.7	63.8	61.9	61.6	60.5	60.6	60.4	60.7	57.4	56.1	55.1	55.1

U.S. TV Households: 62,100,000
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. DEC. 4, 1971

EVE. • SUN. NOV. 28, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 17,080 27.5 The F.B.I. 17,760 28.6 ABC Sunday Night Movies "HEARTH II" (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	13,350 21.5 19.1* 24.0* 35* 11,490 18.5 18.4* 27* 18.7* 28* 18.8* 30* 18.1* 32*																
	SHARE OF AUDIENCE %	31 27* 35* 29 27* 28* 30* 32*																
	AVG. AUD. BY ¼ HR. %	18.3 19.9 23.4 24.6 18.7 18.2 18.7 18.4 19.2 18.4 19.2 16.9																
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 21,360 34.4 CBS Sunday Night Movies® "THE GREAT RACE" PART I (7:30-9:30PM) 14,720 23.7 Cade's County																
	AVERAGE AUDIENCE (Households (000) & %)	12,300 19.8 17.6* 18.4* 26* 11,120 17.9 21.9* 32* 17.7* 27* 18.1* 29* 18.0																
	SHARE OF AUDIENCE %	29 26* 26* 28 32* 27* 29* 29* 28.0																
	AVG. AUD. BY ¼ HR. %	17.4 17.9 18.5 18.2 21.4 21.5 22.2 21.5 18.3 17.2 18.2 18.0																
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 20,060 32.3 Wonderful World of Disney "LEFTY, THE DING-A-LING LYNX" PART I 13,170 21.2 Jimmy Stewart Show (Procter & Gamble) 19,130 30.8 Bonanza® 17,820 28.7 Bold Ones																
	AVERAGE AUDIENCE (Households (000) & %)	16,640 26.8 25.8* 11,740 18.9 15,590 25.1 24.1* 35* 26.1* 40* 14,220 22.9 21.6* 35* 24.3* 43*																
	SHARE OF AUDIENCE %	39 39* 40* 38 35* 40* 39 35* 35* 43*																
	AVG. AUD. BY ¼ HR. %	25.3 26.4 28.0 27.4 19.2 18.7 23.6 24.7 26.1 26.2 21.5 21.6 24.4 24.2																
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 17,390 28.0 The F.B.I. 19,500 31.4 ABC Sunday Night Movies "LUV" (9:00-10:55PM) (1) 4,350 7.0																
	AVERAGE AUDIENCE (Households (000) & %)	13,660 22.0 20.2* 11,180 18.0 18.4* 28* 18.8* 29* 17.6* 29* 4,040 6.5																
	SHARE OF AUDIENCE %	32 29* 35* 28* 29* 29* 28* 29* 29* 29* 29* 29* 29*																
	AVG. AUD. BY ¼ HR. %	19.2 21.2 24.0 23.6 19.1 17.8 19.2 18.5 17.7 17.5 17.4 17.5 17.4 7.5																
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 19,060 30.7 Frosty The Snowman® 20,240 32.6 CBS Sunday Night Movies® "THE GREAT RACE" PART II (8:00-9:30PM) 13,720 22.1 The American West Of John Ford (Times Corp.) 5,280 8.5 CBS News Special "INDIA VS PAKISTAN WAS NEWS"																
	AVERAGE AUDIENCE (Households (000) & %)	17,510 28.2 42 13,100 21.1 19.9* 29* 10,310 16.6 16.4* 25* 4,100 6.6 16.7* 27* 6.6 16.4 7.6 5.7																
	SHARE OF AUDIENCE %	42 27.9 31 29* 33* 32* 21.0 32* 26 16.4 17.1 16.4 7.6 5.7																
	AVG. AUD. BY ¼ HR. %	27.9 28.6 20.3 19.6 22.3 21.8 21.5 21.0 16.4 16.4 16.4 17.1 16.4 7.6 5.7																
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 19,500 31.4 Wonderful World of Disney "LEFTY, THE DING-A-LING LYNX" PART II 13,350 21.5 Jimmy Stewart Show (Procter & Gamble) 20,490 33.0 Bonanza 18,630 30.0 Bold Ones																
	AVERAGE AUDIENCE (Households (000) & %)	14,900 24.0 21.6* 12,230 19.7 16,150 26.0 24.1* 36* 27.9* 43* 15,280 24.6 23.9* 39* 25.2* 46*																
	SHARE OF AUDIENCE %	35 32* 38* 40 36* 43* 42 39* 39* 46*																
	AVG. AUD. BY ¼ HR. %	21.2 22.1 26.8 25.9 19.4 20.1 22.8 25.4 28.0 27.8 23.8 23.9 25.2 25.3																
TV HOUSEHOLDS USING TV		WK 1	61.3	63.6	66.2	67.9	69.4	69.5	68.5	69.2	68.2	67.7	66.3	65.0	62.8	61.2	57.7	54.1
(See Def. 1)		WK 2	61.6	64.0	66.5	67.7	68.4	68.6	67.2	67.5	66.3	66.5	65.6	64.9	61.5	60.4	57.1	53.5

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • SUN. DEC. 5, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 6, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,380 13.5				22,670 36.5								
		AVERAGE AUDIENCE (Households (000) & %)					6,770 10.9				13,540 21.8								
		SHARE OF AUDIENCE %					17				37	19.1*		23.0*			24.1*		23.5*
		AVG. AUD. BY ¼ HR. %					10.6	11.2			17.5	20.7	23.0	23.0	24.1	24.1	24.0	22.9	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,200 29.3				15,280 24.6		13,850 22.3		13,040 21.0		10,680 17.2		
		AVERAGE AUDIENCE (Households (000) & %)					15,090 24.3	23.5*			13,970 22.5		12,670 20.4		11,860 19.1		9,630 15.5		
		SHARE OF AUDIENCE %					35	34 *			33		31		30		27		
		AVG. AUD. BY ¼ HR. %					23.4	23.6	25.0	25.2	22.2	22.7	20.3	20.5	19.1	19.2	15.6	15.4	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,420 36.1				19,690 31.7								
		AVERAGE AUDIENCE (Households (000) & %)					19,130 30.8	29.9*			12,480 20.1								
		SHARE OF AUDIENCE %					45	44 *			31	22.5*		20.7*			19.9*		17.4*
		AVG. AUD. BY ¼ HR. %					29.1	30.7	22.3	31.0	23.3	21.7	21.0	20.4	20.1	19.2	14.9		
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,500 31.4				16,580 26.7		14,660 23.6		13,970 22.5				
		AVERAGE AUDIENCE (Households (000) & %)					16,640 26.8	25.1*			14,780 23.8		13,660 22.0		10,620 17.1				
		SHARE OF AUDIENCE %					39	38 *			41 *	34	32		27				
		AVG. AUD. BY ¼ HR. %					24.3	25.9	28.7	28.2	23.6	23.9	21.9	22.0	18.1	17.4	16.6	16.2	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,140 27.6				19,750 31.8								
		AVERAGE AUDIENCE (Households (000) & %)					13,230 21.3	19.8*			13,790 22.2								
		SHARE OF AUDIENCE %					31	30 *			33 *	33	32 *		33 *				
		AVG. AUD. BY ¼ HR. %					18.8	20.9	21.9	23.6	22.1	22.4	23.2	22.9	23.3	23.2	23.6	17.2	
TV HOUSEHOLDS USING TV		WK 1	61.5	62.6	63.8	65.5	68.1	68.7	69.2	69.4	66.9	67.8	66.7	66.1	64.5	64.1	60.7	55.5	
(See Def. 1)		WK 2	58.3	58.8	59.4	62.0	65.5	67.9	68.7	70.1	68.8	69.6	70.0	69.2	67.6	65.9	62.9	57.0	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. DEC. 13, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 7, 1971

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

W	TOTAL AUDIENCE (Households (000) & %)		14,280 23.0			22,910 36.9						22,290 35.9				
	ABC TV				Mod Squad					Movie of the Week "IF TOMORROW COMES"					Marcus Welby, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)		11,670 18.8	17.7*		16,460 26.5	23.9*		25.9*			17,820 28.7	27.9*		29.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 17.0	26 *	19.6	29 *	34 *		37 *			44 *	45 *		54 *	

E	TOTAL AUDIENCE (Households (000) & %)		21,550 34.7		22,420 36.1	23,600 38.0			16,390 26.4							
	CBS TV			Dr. Seuss® "HOW THE GRINCH STOLE CHRISTMAS"	Charlie Brown's Christmas®	Julie & Carol At Lincoln Center			Cannon							
	AVERAGE AUDIENCE (Households (000) & %)		19,620 31.6		21,050 33.9	18,320 29.5	31.2*		13,230 21.3			22,00*	20.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		47 30.6		49 32.7	42 33.6	45 *		33 22.1			33 *	33 *			

1	TOTAL AUDIENCE (Households (000) & %)		8,690 14.0			8,690 14.0			8,940 14.4							
	NBC TV				Sarge			Funny Side		James Garner as Nichols						
	AVERAGE AUDIENCE (Households (000) & %)		6,640 10.7	10.7*		6,460 10.4	9.7*		6,460 10.4			10.8*	10.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 10.7	16 *	10.8	15 10.7	14 *		16 10.9			16 *	16 *			

W	TOTAL AUDIENCE (Households (000) & %)		12,980 20.9	18.8*		13,350 21.5	19.5*		22.0*			19,250 31.0	29.6*		32.5*	
	ABC TV				Mod Squad				Movie of the Week "THE TRACKERS"				Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)		12,980 20.9	18.8*		13,350 21.5	19.5*		22.0*			19,250 31.0	29.6*		32.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 18.4	28 *	23.0	33 *	28 *		31 *			33 *	47 *		58 *	

E	TOTAL AUDIENCE (Households (000) & %)		15,030 24.2			12,540 20.2			11,240 18.1							
	CBS TV				Glen Campbell Hour			Hawaii Five-O		Cannon						
	AVERAGE AUDIENCE (Households (000) & %)		9,690 15.6	16.9*		10,310 16.6	17.0*		8,570 13.8			12.9*	14.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 17.0	25 *	14.5	21 *	24 *		23 *			19 *	23 *			

2	TOTAL AUDIENCE (Households (000) & %)		16,460 26.5		24,960 40.2			23,100 37.2								
	NBC TV				Little Drummer Boy (American Gas Assn.)®	Bing Crosby & the Sounds of Christmas (AT & T)	Andy Williams Christmas Special	Coming of Christ (Sustainer)	Seven Summits (Sustainer)							
	AVERAGE AUDIENCE (Households (000) & %)		14,970 24.1		19,250 31.0	28.7*	20,370 32.8					32.7*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 23.2		44 25.0	41 *	47 *		46 *			47 *				

TV HOUSEHOLDS USING TV	WK 1	60.4	63.4	65.9	67.6	68.4	68.8	69.7	70.0	69.7	70.0	67.8	67.0	63.8	61.0	55.7	52.6
	WK 2	60.5	63.7	66.5	68.3	69.8	70.5	70.1	70.8	71.4	71.0	69.8	68.2	63.5	62.1	57.2	54.0

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • TUE. DEC. 14, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
		8,880 14.3 Bewitched 10,370 16.7 Courtship of Eddie's Father 8,630 13.9 Smith Family 4,910 7.9 Shirley's World 6,090 9.8 Man And The City																	
		8,070 13.0 20 12.7 13.4 9,190 14.8 22 15.0 14.6 7,580 12.2 18 12.3 12.2 4,280 6.9 11 7.1 6.7 4,410 7.1 12 7.7 7.4* 13* 7.0 6.9 6.8* 12* 6.8																	
		17,820 28.7 Carol Burnett Show 19,130 30.8 Medical Center 18,940 30.5 Mannix																	
		13,600 21.9 33 20.6 20.5* 32* 20.5 23.1 23.4 16,390 26.4 40 25.6 25.9* 39* 26.3 27.0 26.8* 41* 26.7 26.3 16,640 26.8 47 26.3 26.9* 46* 27.4 27.3 26.8* 48* 26.2																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
		17,020 27.4 Adam 12 18,820 30.3 NBC Mystery Movie "DEATH IS A SEVEN POINT FAVORITE" 12,920 20.8 Night Gallery																	
		15,530 25.0 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32* 21.9 23.2 23.3* 35* 23.4 23.7 23.3* 36* 23.0 10,870 17.5 31 18.0 18.0* 31* 17.9 17.5 17.0* 31* 16.6																	
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		15,880 25.8 39 24.1 26.0 14,100 22.7 34 21.0 21.4* 32*<																	

U.S. TV Households: 62,100,000
(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat. See page B. (OP) Other Programs: See Pages 72-75

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. DEC. 15, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. DEC. 9, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,720 22.1				12,980 20.9				11,990 19.3				
AVERAGE AUDIENCE (Households (000) & %)					11,490 18.5				10,310 16.6				10,180 16.4				
SHARE OF AUDIENCE %					29	17.8*			25				27				
AVG. AUD. BY ¼ HR. %					16.9	18.8	19.2	19.1	16.6	16.7	16.8	16.6	15.9	16.2*	16.6	16.6	16.8
					Alias Smith and Jones				Longstreet				Owen Marshall, Counselor At Law				
WEEK 2																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,170 21.2				13,480 21.7								
AVERAGE AUDIENCE (Households (000) & %)					10,560 17.0				8,070 13.0								
SHARE OF AUDIENCE %					26	16.6*			20								
AVG. AUD. BY ¼ HR. %					16.7	16.4	17.4	17.6	13.7	13.2	12.7	12.2	13.3	13.3	13.1	12.2	12.9*
					Appointment With Destiny "PLOT TO MURDER HITLER" (Times Corp.)				CBS Thursday Night Movies "THE COMIC" (9:00-10:50PM)								
WEEK 3																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,240 32.6				25,090 40.4				21,180 34.1				
AVERAGE AUDIENCE (Households (000) & %)					16,210 26.1				20,930 33.7				16,830 27.1				
SHARE OF AUDIENCE %					40	25.4*			51				45				
AVG. AUD. BY ¼ HR. %					25.2	25.5	26.7	27.1	33.1	34.1	34.1	33.6	29.0	27.8	26.7	24.9	25.8*
					Perry Como's Winter Show (Kraftco)				Bob Hope Variety Show (Amer. Machine & Foundry)				Dean Martin Show				
WEEK 4																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,670 18.8				11,860 19.1				11,800 19.0				
AVERAGE AUDIENCE (Households (000) & %)					9,500 15.3				9,190 14.8				9,940 16.0				
SHARE OF AUDIENCE %					25	14.9*			24				29				
AVG. AUD. BY ¼ HR. %					14.6	15.2	15.5	15.9	14.8	14.8	14.8	14.9	15.9	15.8	16.0	16.2	16.1*
					Alias Smith and Jones				Longstreet				Owen Marshall, Counselor At Law				
WEEK 5																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,230 19.7				14,780 23.8								
AVERAGE AUDIENCE (Households (000) & %)					9,380 15.1				10,000 16.1								
SHARE OF AUDIENCE %					24	14.9*			27								
AVG. AUD. BY ¼ HR. %					15.0	14.8	15.1	15.6	16.8	16.8	16.5	16.5	16.9	16.2	14.9	11.1	14.0*
					Great Santa Claus Switch (R)				CBS Thursday Night Movies "ARRIVEDERCI BABY" (9:00-10:50PM)								
WEEK 6																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,800 33.5				18,260 29.4				17,820 28.7				
AVERAGE AUDIENCE (Households (000) & %)					16,640 26.8				15,460 24.9				13,720 22.1				
SHARE OF AUDIENCE %					43	25.5*			40				41				
AVG. AUD. BY ¼ HR. %					24.6	26.5	27.9	28.2	24.1	24.9	25.4	25.2	22.4	22.0	22.0	22.0	22.0*
					Flip Wilson Show				Ironside				Dean Martin Show				

TV HOUSEHOLDS USING TV	WK 1	WK 2	55.6	56.5	57.0	58.9	63.0	64.3	65.5	65.9	65.8	66.8	66.5	65.5	62.4	61.1	59.4	55.9
(See Def. 1)			55.5	56.8	57.0	58.7	61.1	62.1	62.9	63.7	61.6	62.4	62.6	62.2	59.1	57.3	55.3	51.0

U.S. TV Households: 62,100,000
 (B) Originated in Black & White.
 (1) WILLIE WONKA (10:50-11:00PM) (SUS.) (S) (2) MAN IN THE WILDERNESS (10:50-11:00PM) (SUS.) (S)

EVE. • THU. DEC. 16, 1971

EVE. • FRI. DEC. 10, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV					12,610 20.3		15,090 24.3		14,280 23.0		14,660 23.6		17,260 27.8				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 2	CBS TV					8,450 13.6		13,540 21.8				15,090 24.3						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 3	NBC TV					9,630 15.5		15,650 25.2										
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 4	ABC TV					17,390 28.0		17,310 28.2		15,090 24.3		13,600 21.9		12,420 20.0		19,000 29.0		21,100 32.0
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 5	CBS TV					9,560 15.4		12,980 20.9				14,530 23.4						
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 6	NBC TV					10,490 16.9		15,710 25.3										
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK 1	54.5	56.4	57.0	56.8	57.5	58.9	57.6	58.2	58.3	59.2	59.1	59.2	57.8	57.3	55.9	53.8
(See Def. 1)		WK 2	54.1	55.8	57.5	59.7	61.3	62.9	62.8	63.7	62.7	62.2	61.1	61.0	59.1	57.7	55.2	53.7

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • FRI. DEC. 17, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. DEC. 11, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45-11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					6,580 10.6		13,720 22.1						9,560 15.4			
	ABC TV					Getting Together				Movie of the Weekend "SEE THE MAN RUN"						Persuaders	
	AVERAGE AUDIENCE (Households (000) & %)					5,650 9.1		9,630 15.5						7,580 12.2			
	SHARE OF AUDIENCE %					15		26		15.0*		15.5*		16.0*		12.2*	12.1*
	AVG. AUD. BY ¼ HR. %					9.4	8.8	14.7	15.3	15.4	15.6	16.2	15.8	12.6	11.9	12.1	12.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					24,590 39.6		17,820 28.7		16,460 26.5		15,840 25.5		15,340 24.7			
	CBS TV					All In The Family		Funny Face		New Dick Van Dyke Show		Mary Tyler Moore Show				Mission: Impossible	
	AVERAGE AUDIENCE (Households (000) & %)					22,540 36.3		16,020 25.8		15,210 24.5		15,030 24.2		13,480 21.7			
	SHARE OF AUDIENCE %					59		42		40		40		38		22.0*	21.4*
	AVG. AUD. BY ¼ HR. %					35.6	37.1	26.1	25.5	24.7	24.3	24.0	24.3	21.8	22.1	22.2	20.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)					7,270 11.7		9,000 14.5		15,460 24.9							
	NBC TV					The Partners		Good Life									
	AVERAGE AUDIENCE (Households (000) & %)					6,400 10.3		7,760 12.5		10,120 16.3							
	SHARE OF AUDIENCE %					17		20		28		13.8*		15.3*		17.9*	18.1*
	AVG. AUD. BY ¼ HR. %					9.9	10.8	12.2	12.8	13.4	14.2	15.0	15.6	18.0	17.9	17.9	18.3
W E K 4	TOTAL AUDIENCE (Households (000) & %)					7,020 11.3		10,350 22.3						9,690 15.6			
	ABC TV					Getting Together				Movie of the Weekend "WHAT'S A NICE GIRL LIKE YOU?"						Persuaders	
	AVERAGE AUDIENCE (Households (000) & %)					5,900 9.5		10,370 16.7						8,070 13.0			
	SHARE OF AUDIENCE %					15		27		15.0*		17.5*		17.5*		13.7*	12.4*
	AVG. AUD. BY ¼ HR. %					9.1	9.8	14.5	15.5	17.4	17.6	18.1	17.0	13.9	13.4	12.7	12.0
W E K 5	TOTAL AUDIENCE (Households (000) & %)					23,040 37.1		17,450 28.1		14,660 23.6		12,850 20.7		13,540 21.8			
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie				Mission: Impossible	
	AVERAGE AUDIENCE (Households (000) & %)					21,180 34.1		16,080 25.9		13,910 22.4		12,110 19.5		10,810 17.4			
	SHARE OF AUDIENCE %					56		42		37		32		32		17.5*	17.4*
	AVG. AUD. BY ¼ HR. %					33.2	35.0	26.5	25.2	22.0	22.8	19.6	19.5	17.7	17.2	17.1	17.7
W E K 6	TOTAL AUDIENCE (Households (000) & %)					8,880 14.3		8,140 13.1		15,590 25.1							
	NBC TV					The Partners		Good Life									
	AVERAGE AUDIENCE (Households (000) & %)					7,760 12.5		7,140 11.5		10,740 17.3							
	SHARE OF AUDIENCE %					20		19		30		15.0*		16.6*		19.0*	18.7*
	AVG. AUD. BY ¼ HR. %					12.8	12.2	11.3	11.6	15.1	14.8	16.3	17.0	18.7	19.3	19.0	18.3
TV HOUSEHOLDS USING TV		WK 1	54.5	57.1	58.7	60.2	61.5	62.2	60.7	61.3	60.3	60.7	60.1	60.5	58.9	57.6	57.2
(See Def. 1)		WK 2	56.6	57.2	58.1	58.7	61.0	61.8	61.1	61.4	61.2	61.0	60.5	60.6	57.5	55.5	52.3

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

(1) ST. LOUIS VS DALLAS, 4:10-7:10PM FOR RATINGS, SEE PAGE 49. (2) CBS NFL FOOTBALL TODAY (7:10-7:15PM) (S) FOR RATINGS, SEE OP PAGES.

EVE. • SAT. DEC. 18, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. DEC. 12, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 15,590 25.1 The F.B.I. 19,930 32.1 ABC Sunday Night Movies® "HURRY SUNDOWN" (9:00-11:55PM) (11)																
	AVERAGE AUDIENCE (Households (000) & %)	12,920 20.8 32 31 * 19.5 20.7 21.6 21.5 17.0 16.8* 16.5* 16.1 16.0* 17.1* 29 31 * 32 * 31 26 * 26 * 26 * 26 * 31 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 18,440 29.7 CBS Sunday Night Movies "WILL PENNY" (7:30-9:30PM) 15,150 24.4 Cade's County																
	AVERAGE AUDIENCE (Households (000) & %)	11,490 18.5 29 26 * 15.6 17.1 18.2 18.4 19.2 19.2 19.7 20.2 18.1 19.3 21.5 20.9* 29 30 * 32 29 * 32 35 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 20,870 33.6 Hallmark Hall of Fame® "THE LITTLEST ANGEL" (Hallmark) 19,500 31.4 Bonanza Bold Ones																
	AVERAGE AUDIENCE (Households (000) & %)	14,780 23.8 37 39 * 24.8 23.9 24.0 23.3 22.8 23.9 23.6 24.4 25.7 25.4 20.1 20.1* 23.5* 24.8 23.9 24.0 23.3 22.8 23.9 23.6 24.4 25.7 25.4 20.1 20.1 23.4 43 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 14,220 22.9 The F.B.I. 14,660 23.6 ABC Sunday Night Movies® "SYNANON" (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	11,490 18.5 28 26 * 16.4 17.7 19.9 20.0 14.7 14.3* 14.2* 13.8 13.7 13.4 14.6 14.2* 28 26 * 22 * 22 * 22 * 22 * 22 * 22 * 22 * 26 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E K 3	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 22,730 36.6 Homecoming: A Christmas Story 17,820 28.7 Cade's County																
	AVERAGE AUDIENCE (Households (000) & %)	15,710 25.3 39 35 * 21.6 23.4 24.0 24.6 27.0 27.3 27.9 26.7 21.5 22.1 24.8 24.3* 23.8 39 35 * 37 * 41 * 36 33 * 40 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 16,460 26.5 Wonderful World of Disney "DISNEY ON PARADE" 9,940 16.0 Jimmy Stewart Show (Procter & Gamble) 18,200 29.3 Bonanza Bold Ones																
	AVERAGE AUDIENCE (Households (000) & %)	12,110 19.5 30 31 * 19.9 20.0 19.5 18.6 14.5 14.4 18.1 21.3 25.2 25.1 19.5 19.6 21.9 21.8* 30 31 * 29 * 22 34 30 * 38 * 36 32 * 41 * SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK 1	57.0	58.5	61.4	63.2	64.4	65.1	66.2	67.4	65.4	65.9	64.2	63.7	61.3	59.7	55.8	54.3
(See Def. 1)		WK 2	55.7	58.8	62.5	64.3	65.5	65.9	66.0	66.2	65.3	66.1	65.5	65.2	62.4	60.2	55.2	52.1

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-75

EVE. • SUN. DEC. 19, 1971

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	56.9	59.2	59.6	60.9	61.9	63.3	64.2	64.8	63.2	63.0	62.7	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0	62
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EVE. • MON. JAN. 3, 1972

(2) (10:20-10:30PM) (PRUDENTIAL INS. CO.)

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 28, 1971

Nielsen TV Audience Estimates																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			14,030 22.6				19,060 30.7							17,640 28.4				
	AVERAGE AUDIENCE (Households (000) & %)			11,360 18.3				14,350 23.1							13,910 22.4				
	SHARE OF AUDIENCE %			29				29 *							39 *				
	AVG. AUD. BY ¼ HR. %			17.3				18.9							21.4				
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)				11,360 18.3				14,350 23.1							13,910 22.4				
SHARE OF AUDIENCE %				29				29 *						39 *					
AVG. AUD. BY ¼ HR. %				17.3				18.9						21.4					
Mod Squad®																			
Movie of the Week®																			
"MAYBE I'LL COME HOME IN THE SPRING"																			
Marcus Welby, M.D.®																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			17,260 27.8				20,740 33.4					14,280 23.0						
	AVERAGE AUDIENCE (Households (000) & %)			13,540 21.8				17,640 28.4					11,670 18.8						
	SHARE OF AUDIENCE %			34				43 *					30 *						
	AVG. AUD. BY ¼ HR. %			18.9				27.0					18.9						
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)				13,540 21.8				17,640 28.4					11,670 18.8						
SHARE OF AUDIENCE %				34				43 *					30 *						
AVG. AUD. BY ¼ HR. %				18.9				27.0					18.9						
Glen Campbell Hour																			
Hawaii Five-O																			
Cannon																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			10,370 16.7									6,150 9.9						
	AVERAGE AUDIENCE (Households (000) & %)			7,890 12.7									4,660 7.5						
	SHARE OF AUDIENCE %			20									12						
	AVG. AUD. BY ¼ HR. %			12.7									7.0						
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)				7,890 12.7									4,660 7.5						
SHARE OF AUDIENCE %				20									12						
AVG. AUD. BY ¼ HR. %				12.7									7.0						
Sarge																			
The Louvre® (Sustainer)																			
James Garner as Nichols																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			20,400 33.0				23,230 37.4							22,670 36.5				
	AVERAGE AUDIENCE (Households (000) & %)			15,280 24.6				17,700 28.5							19,500 31.4				
	SHARE OF AUDIENCE %			35				40							51				
	AVG. AUD. BY ¼ HR. %			22.2				27.1							30.3				
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)				15,280 24.6				17,700 28.5							19,500 31.4				
SHARE OF AUDIENCE %				35				40						51					
AVG. AUD. BY ¼ HR. %				22.2				27.1						30.3					
Mod Squad																			
Movie of the Week																			
"GIDGET GETS MARRIED"																			
Marcus Welby, M.D.																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			18,820 30.3				10,810 17.4						17,020 27.4					
	AVERAGE AUDIENCE (Households (000) & %)			14,970 24.1				11,670 18.8						14,350 23.1					
	SHARE OF AUDIENCE %			35				39						35					
	AVG. AUD. BY ¼ HR. %			22.5				26.5						23.5					
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)				14,970 24.1				11,670 18.8						14,350 23.1					
SHARE OF AUDIENCE %				35				39						35					
AVG. AUD. BY ¼ HR. %				22.5				26.5						23.5					
Glen Campbell Hour																			
Sen. Muskie Political (2)																			
Hawaii Five-O																			
Cannon																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			12,980 20.9										8,510 13.7					
	AVERAGE AUDIENCE (Households (000) & %)			9,380 15.1										6,270 10.1					
	SHARE OF AUDIENCE %			22										15					
	AVG. AUD. BY ¼ HR. %			14.0										10.6					
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)				9,380 15.1										6,270 10.1					
SHARE OF AUDIENCE %				22										15					
AVG. AUD. BY ¼ HR. %				14.0										10.6					
Sarge																			
Man Is My Name (Sustainer)																			
James Garner as Nichols																			
TV HOUSEHOLDS USING TV WK 1 WK 2																			
(See Def. 1)																			
58.0 60.5 62.5 63.8 64.4 65.6 65.2 65.9 66.8 67.0 65.7 64.3 61.6 60.4 56.9 53.6																			
64.1 66.2 67.6 68.7 70.1 71.1 71.4 72.6 73.7 73.0 69.5 68.4 65.3 63.8 60.1 58.1																			

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

(2) (8:20-8:30PM) (MUSKIE ELECTION COMM.)

EVE. • TUE. JAN. 4, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL <i>Nielsen</i> TV AUDIENCE ESTIMATES																		
		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,490 16.9		9,500 15.3		8,010 12.9		4,600 7.4		6,150 9.9				
	ABC TV					Bewitched		Courtship of Eddie's Father		Smith Family		Shirley's World				Man And The City		
	AVERAGE AUDIENCE (Households (000) & %)					9,440 15.2		8,690 14.0		7,270 11.7		3,970 6.4		4,840 7.8		8.0*		7.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 14.9	15.4	22 13.8	14.1	19 11.8	11.6	10 6.6	6.2	13 7.9		13 * 8.1	7.7	13 * 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,580 26.7				15,710 25.3				16,890 27.2				
	CBS TV							Carol Burnett Show				Medical Center				Mannix		
	AVERAGE AUDIENCE (Households (000) & %)					12,420 20.0		18.6*		21.4*	20.9	20.2*		21.6*	23.9	24.0*		23.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 18.2	30 * 19.0		34 * 21.3	33 19.9	32 * 20.5	21.4	34 * 21.7	40 23.6	40 * 24.5	40 * 24.4		41 * 23.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					15,400 24.8		20,000 32.2						14,160 22.8				
	NBC TV					Adam 12				NBC Mystery Movie "THE DISPOSAL MAN"						Night Gallery		
	AVERAGE AUDIENCE (Households (000) & %)					13,790 22.2		14,780 23.8		21.5*	20.9	23.9*		26.1*	20.1	20.1*		20.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 23.0	38 23.4	34 * 21.5	34 * 21.6	38 * 23.5	32 * 24.2	25.7	41 * 26.5	34 20.2	33 * 20.0	33 * 20.4		35 * 19.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					9,520 15.0		10,990 17.7		8,760 14.1		6,020 9.7		5,780 9.3				
	ABC TV					Bewitched		Courtship of Eddie's Father		Smith Family		Shirley's World				Man And The City		
	AVERAGE AUDIENCE (Households (000) & %)					8,320 13.4		10,000 16.1		8,010 12.9		5,090 8.2		4,220 6.8		6.8*		6.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					19 12.8	14.0	22 16.0	16.1	18 12.7	13.1	12 8.6	7.7	11 7.0		11 * 6.6	6.6	12 * 7.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					20,930 33.7				19,620 31.6				20,060 32.3				
	CBS TV							Carol Burnett Show				Medical Center				Mannix		
	AVERAGE AUDIENCE (Households (000) & %)					15,960 25.7		23.9*		27.5*	26.5	25.1*		27.9*	28.7	29.2*		28.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 23.7	34 * 24.1		38 * 27.4	38 * 27.6	35 * 25.3	35 * 24.9	27.2	40 * 28.5	47 29.1	46 * 29.4	46 * 29.5	48 * 26.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					17,640 28.4		20,870 33.6						15,090 24.3				
	NBC TV					Adam 12				NBC Mystery Movie "THE FACE OF MURDER"						Night Gallery		
	AVERAGE AUDIENCE (Households (000) & %)					16,210 26.1		15,400 24.8		23.3*	25.6*		25.6*	20.2	20.7*		19.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					37 24.9	35 27.2	35 23.4	32 * 23.1	36 * 25.3	36 * 26.0	26.6	37 * 24.6	33 20.9	33 * 20.4	33 * 19.6		34 * 19.7
TV HOUSEHOLDS USING TV		WK 1	54.2	55.1	56.1	58.2	61.0	63.5	63.1	63.2	62.2	63.0	62.9	63.4	60.5	60.2	59.0	56.7
(See Def. 1)		WK 2	62.3	64.1	66.1	67.7	69.3	72.2	73.1	72.4	70.9	70.8	70.9	69.2	63.7	62.0	59.8	57.5

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • WED. JAN. 5, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. DEC. 30, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV					11,610 18.7				12,230 19.7				12,790 20.6				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					9,750 15.7	15.1*	16.3*	16.7	16.4*	16.9*	16.9*	16.9*	10,930 17.6	17.4*	17.2	17.9	17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.0	23*	25*	26	26*	27*	27*	27*	30 17.6	29*	29*	31*	31*
W E E K 2	CBS TV					8,320 13.4				6,150 9.9				5,400 8.7				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					6,210 10.0	9.8*	10.2*	5.6	3,480 5.6	6.0*	5.2*	5.2*	4,160 6.7	6.9*	6.6	6.4*	6.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 10.0	15*	16*	9	9	9*	8*	8*	11 6.7	12*	7.1	11*	11*
W E E K 3	NBC TV					21,920 35.3				22,420 36.1				18,320 29.5				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					18,440 29.7	29.2*	30.3*	31.0	31.2*	31.2*	30.9*	30.9*	15,340 24.7	24.9*	24.9	24.6*	24.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					46 28.2	45*	47*	49	49*	49*	49*	49*	42 24.7	42*	25.0	43*	43*
W E E K 4	ABC TV					15,490 24.3				12,920 20.8				11,990 19.3				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					12,790 20.6	19.9*	21.2*	17.2	10,680 17.2	17.7*	16.7*	16.7*	10,430 16.8	17.1*	16.9	16.6*	16.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.8	30*	31*	26	26	26*	26*	26*	29 17.2	29*	29*	30*	30*
W E E K 5	CBS TV					12,730 20.5				16,950 27.3								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					10,310 16.6	16.0*	17.2*	19.2	11,920 19.2	19.4*	19.2*	19.2*		19.7*	18.9	18.5*	18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.9	24*	25*	31	31	29*	30*	30*		33*	33*	34*	34*
W E E K 6	NBC TV					20,560 33.1				18,320 29.5				14,720 23.7				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					16,640 26.8	25.8*	27.9*	25.6	15,900 25.6	25.6*	25.5*	25.5*	11,670 18.8	19.7*	18.1	17.8*	17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 25.1	38*	40*	39	39	38*	39*	39*	33 19.9	33*	33*	33*	33*
TV HOUSEHOLDS USING TV		WK 1	56.5	58.2	59.5	61.5	64.1	64.6	64.9	65.4	64.0	63.5	63.1	62.0	60.0	59.4	58.4	56.2
(See Def. 1)		WK 2	58.0	60.6	60.6	63.1	66.1	68.2	69.2	69.4	67.5	66.7	65.5	64.4	60.5	58.3	56.2	52.9

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • THU. JAN. 6, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

32

W

E

E

K

1

W

E

E

K

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • FRI. JAN. 7, 1972

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					11,430 18.4		11,430 18.4		11,120 17.9		10,250 16.5		10,930 17.6				
ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5		10,310 16.6		9,940 16.0		9,130 14.7		8,880 14.3		14.3*		14.3*
SHARE OF AUDIENCE %					27		28		28		27		29		28*		29*
AVG. AUD. BY ¼ HR. %					16.4	16.7	16.3	17.0	16.0	16.0	14.7	14.7	14.1		14.5	14.6	13.9
TOTAL AUDIENCE (Households (000) & %)					14,160 22.8						14,160 22.8						
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,180 16.4	15.8*		16.6*		16.6*	17.1	16.8*		17.4*		17.1*	
SHARE OF AUDIENCE %					28	26*		28*		29*	33	31*		34*		35*	
AVG. AUD. BY ¼ HR. %					15.5	16.2	16.6	16.6	16.7	16.6	16.5	17.1	17.6	17.3	17.2	17.0	
TOTAL AUDIENCE (Households (000) & %)					14,410 23.2												
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5	16.7*		16.3*		16.4*							
SHARE OF AUDIENCE %					28	28*		27*		28*							
AVG. AUD. BY ¼ HR. %					16.7	16.7	16.6	15.9	16.3	16.6							
TOTAL AUDIENCE (Households (000) & %)					17,450 28.1		16,770 27.0		14,100 22.7		12,610 20.3		17,140 27.6				
ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style		
AVERAGE AUDIENCE (Households (000) & %)					15,840 25.5		15,650 25.2		12,850 20.7		11,800 19.0		12,230 19.7		17.0*		22.4*
SHARE OF AUDIENCE %					40		39		32		30		33		28*		40*
AVG. AUD. BY ¼ HR. %					24.4	26.6	25.1	25.2	20.5	21.0	19.0	19.0	16.8	17.3	22.7	22.1	
TOTAL AUDIENCE (Households (000) & %)					13,100 21.1				16,830 27.1								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5	16.3*		16.6*		17.4	16.4*		16.6*		16.5*		20.0*
SHARE OF AUDIENCE %					26	25*		26*		28	26*		26*		27*		36*
AVG. AUD. BY ¼ HR. %					16.1	16.6	16.9	16.3	16.5	16.2	16.8	16.5	16.5	16.5	16.5	20.1	19.8
TOTAL AUDIENCE (Households (000) & %)					10,060 16.2		19,440 31.3										
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					8,940 14.4		14,470 23.3		19.4*		23.3*		25.2*		25.3*		
SHARE OF AUDIENCE %					22		37		30*		36*		40*		41*		
AVG. AUD. BY ¼ HR. %					14.5	14.2	18.9	19.9	23.2	23.4	24.9	25.6	26.0	26.0	24.5		
TV HOUSEHOLDS USING TV WK 1	55.9	56.8	58.0	59.1	60.4	61.0	60.4	59.3	58.2	57.3	54.6	52.9	51.7	51.2	49.6	48.0	
(See Def. 1)	58.6	60.3	61.6	63.2	63.7	64.8	64.2	64.5	64.2	64.0	63.9	63.6	62.3	61.1	57.4	55.0	

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • FRI. JAN. 7, 1972

EVE • SAT. JAN. 8, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV					5,780 9.3		17,140 27.6						10,490 16.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	CBS TV					22,290 35.9		13,480 21.7		11,860 19.1		9,690 15.6		13,230 21.3				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 3	NBC TV					27,450 44.2												
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 4	ABC TV					6,770 10.9		15,770 25.4						8,200 13.2				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 5	CBS TV					26,770 43.1		19,810 31.9		19,060 30.7		16,210 26.1		19,810 31.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 6	NBC TV					7,080 11.4		8,140 13.1		13,790 22.2								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		61.7	62.9	64.3	64.7	66.3	66.9	66.2	66.4	66.0	65.7	64.4	63.7	61.0	59.5	58.2	57.5	
(See Def. 1)		57.8	59.5	61.1	63.3	65.2	66.8	66.4	66.3	65.1	64.2	62.7	61.9	58.7	57.1	55.5	53.9	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

(2) FOR RATINGS, SEE PAGE 46.

EVE • SAT. JAN. 8, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,640 28.4						21,740 35.0							
	AVERAGE AUDIENCE (Households (000) & %)					14,590 23.5 34						14,720 23.7 38							
	SHARE OF AUDIENCE %					20.4						20.6							
	AVG. AUD. BY 1/4 HR. %					20.4						20.6							
ABC TV																			
The F.B.I.																			
ABC Sunday Night Movies "GRAND SLAM" (9:00-11:25PM)(1)																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			20,870 33.6															
	AVERAGE AUDIENCE (Households (000) & %)			13,290 21.4 31															
	SHARE OF AUDIENCE %			19.3															
	AVG. AUD. BY 1/4 HR. %			19.3															
CBS TV																			
CBS Sunday Night Movies "UP THE DOWN STAIRCASE" (7:30-9:30PM)																			
CBS News Special "CONVERSATION WITH PRES. NIXON" (Sustainer)																			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			18,820 30.3															
	AVERAGE AUDIENCE (Households (000) & %)			15,090 24.3 36															
	SHARE OF AUDIENCE %			23.7															
	AVG. AUD. BY 1/4 HR. %			23.7															
NBC TV																			
Wonderful World of Disney "THE TATTOOED POLICE HORSE"®																			
Jimmy Stewart Show (Procter & Gamble)																			
Bonanza																			
Bold Ones																			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			19,560 31.5															
	AVERAGE AUDIENCE (Households (000) & %)			15,090 24.3 36															
	SHARE OF AUDIENCE %			23.7															
	AVG. AUD. BY 1/4 HR. %			23.7															
ABC TV																			
The F.B.I.																			
ABC Sunday Night Movies "THE BRAVOS" (9:00-11:00PM)																			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			18,320 29.5															
	AVERAGE AUDIENCE (Households (000) & %)			16,520 26.6 39															
	SHARE OF AUDIENCE %			24.1															
	AVG. AUD. BY 1/4 HR. %			24.1															
CBS TV																			
CBS Sunday Night Movies® "STAY AWAY, JOE" (7:30-9:30PM)																			
Cade's County																			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			10,620 17.1 25															
	AVERAGE AUDIENCE (Households (000) & %)			15.4*															
	SHARE OF AUDIENCE %			23 *															
	AVG. AUD. BY 1/4 HR. %			15.2															
NBC TV																			
Wonderful World of Disney "MOUNTAIN BORN"																			
Jimmy Stewart Show (Procter & Gamble)																			
Bonanza																			
Bold Ones																			
WEEK 7	TOTAL AUDIENCE (Households (000) & %)			18,510 29.8															
	AVERAGE AUDIENCE (Households (000) & %)			14,720 23.7 35															
	SHARE OF AUDIENCE %			23.8*															
	AVG. AUD. BY 1/4 HR. %			23.4															
TV HOUSEHOLDS USING TV (See Def. 1)																			
WK 1	63.4	63.9	66.3	68.1	69.2	69.0	68.8	69.7	69.9	70.1	69.0	68.2	63.9	62.3	60.0	58.4			
WK 2	60.5	63.4	65.8	67.1	67.8	68.0	67.9	68.7	67.9	68.6	67.0	66.3	63.5	62.1	58.0	54.3			

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES. (2) (BALTIMORE VS MIAMI, 4:30-7:15PM) FOR RATINGS, SEE PAGE 54.

EVE. • MON. JAN. 10, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00								
W E E K 1	ABC TV					13,350 21.5					20,560 33.1															
	Monday Night Special "HOLLYWOOD: THE DREAM FACTORY" (General Electric)																			ABC Monday Night Movies "MURDERER'S ROW" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,620 17.1	16.7*					15,030 24.2	23.8*					25.0*	24.5*	23.7*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 16.5	24 16.8					38 23.4	35 24.2					38 25.0	39 24.3	40 22.8						
K 2	CBS TV					19,060 30.7					16,520 26.6			14,100 22.7			14,970 24.1									
	Gunsmoke																			Here's Lucy		Doris Day Show		Sonny and Cher Comedy Hour		
	AVERAGE AUDIENCE (Households (000) & %)					15,960 25.7	24.9*					14,780 23.8			13,230 21.3			12,110 19.5	20.4*	18.6*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					37 24.6	36 25.2	26.3	26.9			35 23.3	33 24.4	21.4	21.2	20.9	19.9	18.9	18.4							
K 1	NBC TV					17,080 27.5					15,460 24.9															
	Rowan & Martin Laugh-In																			NBC Monday Night at the Movies "VANISHED" PART II (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					13,480 21.7	20.9*					9,560 15.4	17.5*					15.4*	14.4*	14.4*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					31 19.9	30 21.8	22.6	22.4			24 18.4	26 16.7	16.1	14.6	14.4	14.4	14.5	14.3							
W E E K 2	ABC TV					14,470 23.3					18,510 29.8															
	Monday Night Special "ROBINSON CRUSOE ICE SPECTACLE" (Co-sponsor)																			ABC Monday Night Movies "IN HARM'S WAY" PART II (9:00-10:50PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5	16.0*					13,720 22.1	21.5*					22.4*	23.0*	21.1*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					23 15.2	22 16.9	16.9	16.9			31 20.9	29 22.2	22.6	22.2	23.3	22.7	22.1	18.2							
K 2	CBS TV					22,480 36.2					16,890 27.2			11,180 18.0			11,860 19.1									
	Gunsmoke																			Here's Lucy		Doris Day Show		Sonny and Cher Comedy Hour		
	AVERAGE AUDIENCE (Households (000) & %)					18,200 29.3	27.4*					15,210 24.5			10,060 16.2			8,690 14.0	15.0*	13.0*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					40 26.1	38 28.6	31.2	31.3			34 24.3	22 24.6	16.8	15.6	15.3	14.7	12.9	13.1							
K 1	NBC TV					22,230 35.8					24,410 39.3															
	Jack Lemmon In 's Wonderful, 's Marvelous, 's Gershwin (AT & T)																			Bob Hope Christmas Show						
	AVERAGE AUDIENCE (Households (000) & %)					12,610 20.3	19.8*					19,440 31.3	21.8*	31.4*					31.9*	30.6*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 20.7	27 18.9	19.3	19.0			30 22.0	46 21.6	43 30.4	32.4	32.3	31.5	30.6	49 30.6							
TV HOUSEHOLDS USING TV		WK 1	61.0	63.3	63.1	65.6	68.8	70.2	70.6	71.2	68.5	68.5	66.2	64.7	63.3	61.9	60.2	57.2								
(See Def. 1)		WK 2	62.3	65.1	65.9	68.3	71.8	73.5	74.0	73.7	73.2	72.9	72.2	72.2	71.0	68.6	65.7	58.9								

EVE. • MON. JAN. 17, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JAN. 11, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			17,950 28.9				24,650 39.7							25,340 40.8			
	ABC TV			Mod Squad						Movie of the Week "THE NIGHT STALKER"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			14,840 23.9				20,620 33.2							21,860 35.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			35 21.9	22.4* 22.9			25.5* 26.3	33.2 30.0	30.7* 31.4	47* 32.2	33.0* 33.8	47* 36.4	35.9* 35.4	53* 34.0	34.4* 34.7	55* 36.7	36.0* 35.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)			18,070 29.1				18,690 30.1					15,400 24.8					
	CBS TV			Glen Campbell Hour						Hawaii Five-O					Cannon			
	AVERAGE AUDIENCE (Households (000) & %)			14,840 23.9	23.7*			15,900 25.6					11,740 18.9					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			35 23.3	35* 24.1			35* 24.1	37 25.2	37* 25.9	37* 26.1	37* 25.2	29 19.4	28* 19.0		30* 19.0		18.7* 18.4
W E K 3	TOTAL AUDIENCE (Households (000) & %)			10,490 16.9									8,140 13.1					
	NBC TV			Sarge				Suffer the Little Children (Sustainer)					James Garner as Nichols					
	AVERAGE AUDIENCE (Households (000) & %)			8,570 13.8	13.4*			14,2* 21					5,840 9.4					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 13.0	20* 13.8			21* 13.6					14 9.5	9.7* 9.9		9.1* 8.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)			16,440 26.5				18,440 29.7							15,090 24.3			
	ABC TV			Mod Squad						Movie of the Week "GETTING AWAY FROM IT ALL"					NBA All-Star Game (10:00-12:25AM)(1)			
	AVERAGE AUDIENCE (Households (000) & %)			13,410 21.6	21.3*			13,480 21.7						8,260 13.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 20.8	34* 21.7			35* 21.8	33 20.0	30* 20.7	32* 21.6	32* 21.9	36* 23.4	28 22.7	28 14.4	23* 14.1	28* 15.8	28* 15.9
W E K 5	TOTAL AUDIENCE (Households (000) & %)			17,140 27.6				18,940 30.5					19,690 31.7					
	CBS TV			Glen Campbell Hour						Hawaii Five-O					Cannon			
	AVERAGE AUDIENCE (Households (000) & %)			13,100 21.1	20.4*			15,900 25.6					15,340 24.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.9	32* 20.9			33* 21.4	38 22.2	38* 25.5	38* 25.5	38* 25.7	40 25.6	35* 22.4	36* 22.8	45* 26.8		26.9
W E K 6	TOTAL AUDIENCE (Households (000) & %)			12,920 20.8									10,680 17.2					
	NBC TV			Special Premiere Movie® "THE PRIEST KILLER"									James Garner as Nichols					
	AVERAGE AUDIENCE (Households (000) & %)			8,070 13.0	11.9*			13,7* 21					7,140 11.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 12.3	19* 11.6			21* 13.8					19* 12.6	18 10.5	16* 10.5	21* 12.8		12.5* 12.2
TV HOUSEHOLDS USING TV		WK 1	62.3	64.2	66.1	68.1	68.5	68.8	68.8	69.3	69.6	70.0	68.4	66.7	63.3	62.3	58.7	56.5
(See Def. 1)		WK 2	60.4	61.6	63.3	64.6	65.1	66.4	67.7	67.9	68.2	67.2	65.1	64.0	60.8	59.0	54.0	51.7

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hour).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RAT'NGS, SEE OP. PAGES. [X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14b.)

EVE. • TUE. JAN. 18, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JAN. 12, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W					11,920 19.2		13,290 21.4					8,940 14.4					
ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE FRIARS ROAST JOE MANATHI"				Persuaders						
AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5		10,250 16.5	16.9*		16.2*	6,210 10.0	10.3*			9.7*		
SHARE OF AUDIENCE %					25		24	25 *		24 *	16	16 *			16 *		
AVG. AUD. BY ¼ HR. %					15.9	17.0	16.7	17.0	16.6	15.8	10.7	10.0		10.2	9.2		
E					17,510 28.2				19,440 31.3				17,260 27.8				
CBS TV					National Geographic Special "THE LAST TRIBES OF HINDANAO"				Super Comedy Bow (Amer. Motors)				Mannix				
AVERAGE AUDIENCE (Households (000) & %)					12,540 20.2	19.9*		20.6*	22.6	20.6*		24.6*	22.7	22.9*		22.6*	
SHARE OF AUDIENCE %					30	30 *		30 *	34	31 *		38 *	39	38 *		40 *	
AVG. AUD. BY ¼ HR. %					20.1	19.6	20.1	21.1	20.1	21.0	24.6	24.5	22.9	22.8	23.2	22.1	
K					16,330 26.3		19,690 31.7						16,020 25.8				
NBC TV					Adam 12		NBC Mystery Movie "A LITTLE PLOT AT TRANQUIL VALLEY"						Night Gallery				
AVERAGE AUDIENCE (Households (000) & %)					14,720 23.7		14,220 22.9	22.7*		22.7*		23.2*	13,350 21.5	21.4*		21.7*	
SHARE OF AUDIENCE %					36		34	33 *		34 *		35 *	37	35 *		38 *	
AVG. AUD. BY ¼ HR. %					22.6	24.9	22.7	22.7	22.9	22.5	23.4	22.9	21.3	21.4	21.6	21.7	
W					9,940 16.0		11,990 19.3				7,270 11.7						
ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE KOPYKATS"				Persuaders						
AVERAGE AUDIENCE (Households (000) & %)					8,690 14.0		8,450 13.6	13.4*		13.9*	4,660 7.5	7.9*			7.0*		
SHARE OF AUDIENCE %					22		20	20 *		21 *	12	12 *			12 *		
AVG. AUD. BY ¼ HR. %					13.4	14.5	13.2	13.5	14.3	13.6	8.3	7.6		7.2	6.8		
E					17,330 27.9				16,080 25.9				18,200 29.3				
CBS TV					Carol Burnett Show				Medical Center				Mannix				
AVERAGE AUDIENCE (Households (000) & %)					12,670 20.4	18.8*		21.9*	20.8	20.1*		21.4*	25.0	24.1*		25.9*	
SHARE OF AUDIENCE %					31	29 *		33 *	31	30 *		33 *	43	41 *		46 *	
AVG. AUD. BY ¼ HR. %					18.6	19.0	21.7	22.1	19.8	20.5	21.5	21.3	23.6	24.5	26.5	25.2	
K					18,010 29.0		21,360 34.4						13,970 22.5				
NBC TV					Adam 12		NBC Mystery Movie "SHORT FUSE"						Night Gallery				
AVERAGE AUDIENCE (Households (000) & %)					16,080 25.9		16,640 26.8	25.4*		27.7*		27.3*	12,170 19.6	19.8*		19.5*	
SHARE OF AUDIENCE %					40		40	38 *		41 *		41 *	34	33 *		35 *	
AVG. AUD. BY ¼ HR. %					25.1	26.8	25.2	25.6	27.9	27.4	27.8	26.9	19.8	19.8	19.4	19.5	
W					60.0	61.5	62.3	64.9	66.2	67.1	67.5	68.6	68.0	67.0	66.0	64.7	61.7
TV HOUSEHOLDS USING TV WK 1					59.2	60.1	60.7	62.1	63.6	65.4	66.5	67.4	66.9	67.7	66.6	65.0	59.8
WK 2																	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hour).
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

EVE. • WED. JAN. 19, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 13, 1972

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					14,350 23.1				13,540 21.8				12,790 20.6				
	ABC TV					Alias Smith and Jones				Longstreet				Owen Marshall, Counselor At Law				
	AVERAGE AUDIENCE (Households (000) & %)					11,550 18.6		17.6*		19.6*	17.6	17.0*		18.2*	10,990 17.7	17.9*		17.5*
	SHARE OF AUDIENCE %					27		26 *		28 *	25 *	25 *		27 *	31	30 *		32 *
	AVG. AUD. BY ¼ HR. %					17.3		17.9	19.4	19.9	16.5	17.4	18.1	18.4	17.9	17.8	17.7	17.3
E	TOTAL AUDIENCE (Households (000) & %)					11,050 17.8		10,870 17.5		16,580 26.7								
	CBS TV					Me and the Chimp		My Three Sons		CBS Thursday Night Movies "THE LIQUIDATOR" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					10,060 16.2		10,250 16.5		10,810 17.4		19.0*		18.2*		17.0*		15.4*
	SHARE OF AUDIENCE %					24		24		28		28 *		27 *		29 *		28 *
	AVG. AUD. BY ¼ HR. %					16.2	16.2	16.0	17.0	19.6	18.4	18.0	18.4	17.8	16.2	15.9	15.0	
K	TOTAL AUDIENCE (Households (000) & %)					22,600 36.4				19,500 31.4				14,970 24.1				
	NBC TV					Flip Wilson Show				Ironside				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					18,630 30.0		28.5*		31.5*	25.7	25.8*		25.7*	12,170 19.6	20.0*		19.2*
	SHARE OF AUDIENCE %					43		42 *		45 *	38	39 *		38 *	34	34 *		35 *
	AVG. AUD. BY ¼ HR. %					28.0	29.0	31.8	31.3	25.6	25.9	26.4	24.9	20.0	20.0	19.5	19.0	
1	TOTAL AUDIENCE (Households (000) & %)					13,600 21.9				12,050 19.4				13,600 21.9				
	ABC TV					Alias Smith and Jones				Longstreet				Owen Marshall, Counselor At Law				
	AVERAGE AUDIENCE (Households (000) & %)					10,930 17.6		17.3*		18.0*	16.7	16.3*		17.1*	11,610 18.7	18.8*		18.6*
	SHARE OF AUDIENCE %					26		26 *		27 *	25	25 *		26 *	32	31 *		33 *
	AVG. AUD. BY ¼ HR. %					17.3	17.3	17.9	18.0	16.0	16.7	16.9	17.3	19.2	18.5	18.7	18.6	
W	TOTAL AUDIENCE (Households (000) & %)					10,990 17.7		11,180 18.0		16,770 27.0								
	CBS TV					Me and the Chimp		My Three Sons		CBS Thursday Night Movies® "CHUKA" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					9,690 15.6		10,060 16.2		11,430 18.4		18.2*		19.5*		18.9*		16.9*
	SHARE OF AUDIENCE %					23		24		30		27 *		30 *		31 *		30 *
	AVG. AUD. BY ¼ HR. %					15.3	15.9	15.7	16.6	18.2	18.3	19.1	20.0	19.5	18.3	17.9	16.0	
E	TOTAL AUDIENCE (Households (000) & %)					22,670 36.5				18,200 29.3				13,720 22.1				
	NBC TV					Flip Wilson Show				Ironside				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					18,200 29.3		28.4*		30.2*	25.3	25.4*		25.2*	10,990 17.7	18.6*		16.9*
	SHARE OF AUDIENCE %					43		42 *		44 *	38	38 *		38 *	31	31 *		30 *
	AVG. AUD. BY ¼ HR. %					27.7	29.2	30.5	29.8	25.6	25.2	25.5	25.0	18.8	18.3	17.5	16.4	
2	TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	60.6	63.3	64.1	66.4	67.9	68.9	69.7	70.2	66.8	66.9	67.3	66.3	60.1	58.0	56.2	54.5	
	WK 2	60.5	62.4	63.1	65.1	67.3	67.5	67.7	68.2	66.1	66.3	66.0	66.0	61.1	59.2	57.7	54.2	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

EVE. • THU. JAN. 20, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 14, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,970 22.5		17,510 28.2		14,660 23.6		12,850 20.7		16,210 26.1				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					12,610 20.3		16,020 25.8		13,480 21.7		11,990 19.3		12,110 19.5		18.0*		21.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 19.7		39 25.1		32 26.4		29 22.1		32 19.6		28* 17.7		36* 21.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,920 20.8				20,060 32.3							13,350 21.5	
	CBS TV					O'Hara, U.S. Treasury				Entertainer of the Year Awards							Don Rickles Show	
	AVERAGE AUDIENCE (Households (000) & %)					9,130 14.7	12.2*			15,460 24.9	22.8*		25.9*				12,230 19.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.1	18* 12.3			26* 16.3	37 18.0	34* 21.8	38* 23.8	38* 26.0		40* 25.9	34 25.3	34 20.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,620 31.6		18,260 29.4										
	NBC TV					Sanford and Son				NBC Friday Night at the Movies "SEVEN FACES OF DR. LAO" (8:30-10:30PM)								
	AVERAGE AUDIENCE (Households (000) & %)					18,260 29.4		11,860 19.1	19.4*		19.5*		19.3*			18.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					44 29.0		29 29.9	29* 20.5		29* 18.4		29* 19.5		29* 19.4		28* 18.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,530 23.4		17,080 27.5		14,660 23.6		13,350 21.5		16,890 27.2				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					13,170 21.2		16,080 25.9		13,230 21.3		12,230 19.7		12,730 20.5		19.8*		21.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.5		40 22.0		33 25.3		31 21.3		34 19.6		32* 20.6		37* 21.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,590 23.5				17,640 28.4							11,740 18.9	
	CBS TV					O'Hara, U.S. Treasury				New CBS Friday Night Movies "SOMETHING EVIL" (9:00-10:30PM)							Don Rickles Show	
	AVERAGE AUDIENCE (Households (000) & %)					10,490 16.9	15.7*			12,920 20.8	19.4*		21.7*				10,810 17.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.8	24* 15.6			28* 17.4	33 18.7	30* 19.0	34* 19.8	34* 21.7		34* 21.7		31 21.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,330 27.9		17,080 27.5										
	NBC TV					Sanford and Son				NBC Friday Night at the Movies® "RETURN OF THE SEVEN" (8:30-10:30PM)								
	AVERAGE AUDIENCE (Households (000) & %)					15,650 25.2		10,680 17.2	16.1*		17.4*		18.5*			17.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 24.8		27 25.6	25* 16.7		27* 15.5		29* 17.4		29* 18.3		27* 18.6	
TV HOUSEHOLDS USING TV		WK 1	60.0	60.9	61.5	63.8	66.3	67.5	67.0	67.1	67.1	67.9	67.3	67.2	65.7	63.9	58.9	57.5
(See Def. 1)		WK 2	56.5	58.1	59.8	61.6	63.8	65.2	64.6	65.2	64.5	64.8	64.3	64.6	63.0	61.6	57.8	55.8

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-75

EVE. • FRI. JAN. 21, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 15, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

					6,330 10.2		16,150 26.0							10,560 17.0		
					Bewitched				Movie of the Weekend "MADAME SIN"					Sixth Sense		
					5,590 9.0		11,430 18.4							7,890 12.7		
					13 27		17.4* 26 *							19.7* 30 *		
					8.8	9.3	17.8	17.1	17.8	18.2	20.0	19.4	13.1	12.6	12.4	12.5
					26,580 42.8		19,250 31.0		16,640 26.8		14,840 23.9		13,540 21.8			
					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie			Mission: Impossible		
					24,840 40.0		17,760 28.6		15,770 25.4		13,480 21.7		10,490 16.9			
					58 39.4	40.7	42 29.0	28.3	37 25.7	25.0	33 21.4	22.0	27 16.3	26 * 16.4		17.4* 17.7
					17,140 27.6								8,820 14.2			
									Emergency - World Premiere					Lights Out		
					11,050 17.8		15.1* 22 *		17.8* 26 *		19.1* 28 *		19.2* 29 *	6,520 10.5	10.4* 17 *	10.5* 17 *
					26 15.1	15.2	17.4	18.2	19.0	19.2	19.5	18.9	11.1	9.7	10.0	11.0
					5,890 11.1		17,510 28.2						13,170 21.2			
					Bewitched				Movie of the Weekend "THE PEOPLE"					Sixth Sense		
					6,210 10.0		13,100 21.1		19.4* 30 *		21.8* 34 *		22.1* 35 *	10,810 17.4	17.7* 30 *	17.2* 30 *
					15 9.6	10.3	33 18.6	20.3	22.1	21.6	22.4	21.8	18.1	17.3	17.5	16.8
					25,590 41.2		17,450 28.1		15,770 25.4		13,410 21.6		14,220 22.9			
					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie			Mission: Impossible		
					23,850 38.4		16,150 26.0		14,660 23.6		12,540 20.2		12,230 19.7			
					59 38.0	38.8	40 26.4	25.5	37 23.2	24.1	32 20.2	20.3	34 19.6	33 * 19.9		19.7* 20.1
					12,610 20.3				18,200 29.3							
									Emergency					NBC Saturday Night at the Movies		
					9,380 15.1		14.3* 22 *		15.9* 24 *		15.8 27		13.8* 22 *	15.0* 24 *	16.6* 28 *	15.9* 28 *
					23 14.0	14.6	16.4	15.5	14.1	13.5	14.8	15.2	16.6	16.6	15.8	16.1

U.S. TV Households: 62,100,000 - † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. JAN. 22, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 16, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					20,870 33.6				20,560 33.1								4,530 7.3
	AVERAGE AUDIENCE (Households (000) & %)					18,070 29.1	28.2*			14,030 22.6	21.3*		23.9*		22.5*			4,280 6.9
	SHARE OF AUDIENCE %					43	42 *			44 *	31 *		36 *		35 *			15
	AVG. AUD. BY ¼ HR. %					26.7	29.8	29.9		30.0	21.7	24.2	23.6		22.7	22.2	22.7	7.3
The F.B.I. ————— ABC Sunday Night Movies ————— Night People (10:45-10:55PM) (1)																		
"IN HARM'S WAY" PART I (9:00-10:45PM)																		
WEEK 1	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		17,950 28.9			17,330 27.9						13,540 21.8						
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
Funny Papers ————— CBS Sunday Night Movies (R) ————— Cade's County																		
"BRIDGE ON THE RIVER KWAI" PART I (8:00-9:30PM)																		
WEEK 1	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					18,130 29.2				15,280 24.6		16,460 26.5						14,160 22.8
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
Bing Crosby Pro-Am Golf Championship (6:00-8:15PM) (2) ————— Mysterious Spring: Africa's Mzima (8:15-9:15PM) (American Gas Assn.) ————— Jimmy Stewart Show (9:15-9:45PM) (Procter & Gamble) ————— Bonanza (9:45-10:45PM) ————— Bold Ones (10:45-11:45PM) (3)																		
WEEK 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					18,880 30.4				22,110 35.6								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
The F.B.I. ————— ABC Sunday Night Movies —————																		
"DUEL IN THE SUN" (9:00-11:40PM) (2)																		
WEEK 1	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		17,950 28.9									12,670 20.4						
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
CBS Sunday Night Movies (R) ————— Cade's County																		
"BRIDGE ON THE RIVER KWAI" PART II (7:30-9:30PM)																		
WEEK 2	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)		20,560 33.1			13,480 21.7			20,060 32.3					15,210 24.5				
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
Wonderful World of Disney "THE FAMILY BAND" PART I ————— Jimmy Stewart Show (Procter & Gamble) ————— Peggy Fleming To Europe With Love (Time Corporation) ————— Bold Ones																		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1) WK 2																		
62.2 63.6 66.5 67.2 67.2 67.8 68.2 69.1 69.3 68.5 66.7 65.5 64.3 63.2 59.0 50.4																		
58.5 60.9 62.7 63.4 66.0 67.7 68.7 69.8 68.5 68.3 67.1 66.2 63.9 62.5 57.5 55.2																		

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

(1) ABC WEEKEND NEWS-SUN. (10:55-11:10PM) FOR REM. RATINGS, SEE OP PAGES. (2) FOR RATINGS, SEE PAGE 54. (3) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. JAN. 23, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JAN. 24, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																																																						
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,790 20.6					15,400 24.8																																																													
		AVERAGE AUDIENCE (Households (000) & %)					10,370 16.7					10,120 16.3																																																													
		SHARE OF AUDIENCE %					24	16.2*			25 *	18.2*			16.9*		15.6*		14.4*																																																						
		AVG. AUD. BY ¼ HR. %					16.0	16.4	17.2	17.2	18.8	17.7	17.2	16.5	15.9	15.3	14.9	14.0																																																							
		Monday Night Special "UNDERSEA WORLD OF JACQUES COUSTEAU- THE FORGOTTEN MERMAIDS" (Co-sponsor)																		ABC Monday Night Movie "DODGHEILL RACER" (9:00-11:00PM)																																																					
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,930 32.1					18,750 30.2		17,510 28.2		16,580 26.7																																																									
		AVERAGE AUDIENCE (Households (000) & %)					17,260 27.8					17,020 27.4		15,840 25.5		13,290 21.4																																																									
		SHARE OF AUDIENCE %					40	27.1*			41 *	28.8	25.8	25.1	22.8	21.7	21.3	19.8																																																							
		AVG. AUD. BY ¼ HR. %					26.4	27.9	28.4	28.3	25.9	28.8	25.8	25.1	22.8	21.7	21.3	19.8																																																							
		Gunsmoke																		Here's Lucy																		Doris Day Show																		Sonny and Cher Comedy Hour																	
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,530 23.4					16,460 26.5																																																													
		AVERAGE AUDIENCE (Households (000) & %)					11,740 18.9					10,310 16.6																																																													
		SHARE OF AUDIENCE %					27	18.3*			28 *	17.4*			16.9*		16.9*		15.1*																																																						
		AVG. AUD. BY ¼ HR. %					17.9	18.7	19.1	19.8	18.3	16.6	17.1	16.7	17.0	16.8	15.5	14.7																																																							
		Rowan & Martin Laugh-In																		NBC Monday Night at the Movies "THE STORY OF A WOMAN" (9:00-11:00PM)																																																					
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,190 21.4					19,190 30.9																																																													
		AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5					15,150 24.4																																																													
		SHARE OF AUDIENCE %					23	16.4*			23 *	24.2*			24.9*		24.2*																																																								
		AVG. AUD. BY ¼ HR. %					16.5	16.2	16.2	17.0	23.9	24.4	25.0	24.8	25.0	23.5																																																									
		Monday Night Special "PLIMPTON: ADVENTURE IN AFRICA" (Du Pont, E.I.)																		ABC Monday Night Movie "WHERE EAGLES DARE" PART II (9:00-10:30PM)																																																					
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					20,240 32.6					16,020 25.8		14,470 23.3		16,950 27.3																																																									
		AVERAGE AUDIENCE (Households (000) & %)					17,260 27.8					14,410 23.2		13,350 21.5		12,670 20.4																																																									
		SHARE OF AUDIENCE %					39	26.8*			40 *	33	32		34	30 *	22.0*																																																								
		AVG. AUD. BY ¼ HR. %					25.9	27.8	29.2	28.2	23.1	23.4	21.5	21.4	18.7	19.0	22.3	21.7																																																							
		Gunsmoke																		Here's Lucy																		Doris Day Show																		Sonny and Cher Comedy Hour																	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,770 27.0					17,390 28.0																																																													
		AVERAGE AUDIENCE (Households (000) & %)					13,290 21.4					10,680 17.2																																																													
		SHARE OF AUDIENCE %					30	20.3*			31 *	18.0*			16.6*		16.2*		17.7*																																																						
		AVG. AUD. BY ¼ HR. %					19.6	21.0	21.8	23.1	18.6	17.4	17.1	16.1	16.2	16.3	18.3	17.2																																																							
		Rowan & Martin Laugh-In																		NBC Monday Night at the Movies "DEADLIER THAN THE MALE" (9:00-11:00PM)																																																					
TV HOUSEHOLDS USING TV WK 1		61.0	62.1	63.5	65.4	67.0	68.9	69.8	70.0	67.8	67.4	64.9	62.9	60.5	58.1	55.5	52.0																																																								
(See Def. 1) WK 2		59.7	61.8	63.0	65.5	69.1	71.2	71.3	71.9	70.0	69.5	67.8	66.4	63.9	62.6	57.4	53.3																																																								

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-75

EVE. • MON. JAN. 31, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JAN. 25, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			20,620 33.2						27,010 43.5							22,170 35.7	
		AVERAGE AUDIENCE (Households (000) & %)			16,330 26.3						20,060 32.3							18,440 29.7	
		SHARE OF AUDIENCE %			39	23.5*			29.1*		48	27.9*			31.6*		37.4*	29.7	31.0*
		AVG. AUD. BY 1/4 HR. %			22.6	24.3	28.5	29.7	42 *		27.3	28.4	30.2	33.0	37.7	37.1	31.6	30.3	
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			16,020 25.8						17,080 27.5				13,910 22.4				
		AVERAGE AUDIENCE (Households (000) & %)			12,300 19.8						14,280 23.0				9,440 15.2				
		SHARE OF AUDIENCE %			29	18.4*			21.3*		33	22.2*		23.7*	25		15.9*		14.4*
		AVG. AUD. BY 1/4 HR. %			17.2	19.5	20.9	21.6	31 *		21.8	22.6	24.0	23.4	16.7	15.2	14.8	14.0	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,460 24.9														
		AVERAGE AUDIENCE (Households (000) & %)			8,450 13.6														
		SHARE OF AUDIENCE %			20	14.7*			14.3*										
		AVG. AUD. BY 1/4 HR. %			15.3	14.1	14.2	14.3	21 *		13.2	13.7	12.6	11.9	11.7*				
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			15,710 25.3						16,890 27.2								
		AVERAGE AUDIENCE (Households (000) & %)			12,300 19.8						16,700 26.9								
		SHARE OF AUDIENCE %			38	24.1*			26.4*		26.4*								
		AVG. AUD. BY 1/4 HR. %			23.5	24.7	26.2	26.6	39 *	40	38 *	26.6	26.9	28.7	28.3	27.6	28.9	32.1	31.6
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			16,890 27.2						20,060 32.3				17,880 28.8				
		AVERAGE AUDIENCE (Households (000) & %)			12,300 19.8						16,700 26.9				13,350 21.5				
		SHARE OF AUDIENCE %			30	18.4*			21.3*		27.4*			26.5*	21.7*		21.3*		
		AVG. AUD. BY 1/4 HR. %			17.8	18.9	20.4	22.2	31 *	39	39 *	27.3	26.6	26.4	35	34 *	35 *	20.6	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,040 21.0						10,250 16.5				7,270 11.7				
		AVERAGE AUDIENCE (Households (000) & %)			8,940 14.4						7,580 12.2				4,780 7.7				
		SHARE OF AUDIENCE %			22	14.6*			14.2*		12.3*			12.0*	7.8*		7.6*		
		AVG. AUD. BY 1/4 HR. %			14.7	14.4	14.5	13.9	21 *	18	12.3	12.3	12.0	11.5	7.1	7.8	7.4		
TV HOUSEHOLDS USING TV			WK 1	61.6	63.5	66.0	67.2	68.8	70.2	70.4	70.8	68.9	68.8	69.3	69.1	65.4	61.6	56.2	54.3
(See Def. 1)			WK 2	62.5	64.0	64.6	66.2	66.5	68.9	69.9	70.1	69.5	67.8	64.7	62.8	61.5	60.3	56.6	53.4

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings [for immediately preceding and subject quarter-hours].

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-75

(1) (8:50-9:00PM) (SUSTAINER) (2) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • TUE. FEB. 1, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JAN. 26, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,630 13.9		11,740 18.9						6,330 10.2				
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE KOPKATSH"						Persuaders				
	AVERAGE AUDIENCE (Households (000) & %)					8,260 13.3		8,070 13.0						3,910 6.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 13.3		19 12.9						10 7.3				
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,870 32.0				18,440 29.7				19,440 31.3				
	CBS TV					Carol Burnett Show				Medical Center				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)					13,970 22.5		19,9* 30 *		25.1* 37 *		15,840 25.5		24.5* 36 *		26.5* 40 *		16,270 26.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.7		30 * 20.0		24.4 25.8		24.3 24.6		26.3 26.6		26.3 26.6		26.2* 26.1
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,770 27.0		20,180 32.5						15,150 24.4				
	NBC TV					Adam 12				NBC Mystery Movie "CUTTER"				Night Gallery				
	AVERAGE AUDIENCE (Households (000) & %)					15,460 24.9		14,100 22.7						12,670 20.4				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 23.7		33 26.1		22.6* 33 *		22.2* 32 *		23.4* 35 *		20.6* 20.6		20.2* 19.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,940 16.0		12,420 20.0						7,510 12.1				
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "IF YOU THINK LAST YEAR WAS BAD, WAIT!"						Persuaders				
	AVERAGE AUDIENCE (Households (000) & %)					8,450 13.6		8,940 14.4						5,030 8.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 13.4		21 14.5		14.4* 14.3		14.4* 14.1		12 * 8.3		8.0* 8.2		8.3* 8.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,570 29.9				18,690 30.1				19,060 30.7				
	CBS TV					Carol Burnett Show ®				Medical Center				Mannix ®				
	AVERAGE AUDIENCE (Households (000) & %)					13,600 21.9		20,6* 31 *		23.2* 34 *		15,210 24.5		23.5* 35 *		25.5* 39 *		15,460 24.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 20.5		31 * 20.8		23.4 23.2		23.9 23.9		25.4 25.6		25.0 25.0		24.9* 24.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,950 28.9		20,060 32.3						15,340 24.7				
	NBC TV					Adam 12				NBC Mystery Movie "THE FIFTH MAN IN A STRING QUARTET"				Winter Olympics				
	AVERAGE AUDIENCE (Households (000) & %)					16,580 26.7		14,160 22.8						11,860 19.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					40 25.7		34 27.7		23.2* 22.7		22.2* 22.1		22.8* 22.8		19.8* 19.3		18.4* 17.7
TV HOUSEHOLDS USING TV WK 1		61.0	61.8	63.4	64.6	66.0	67.6	68.1	69.1	68.3	68.8	67.4	66.6	61.9	60.1	57.9	55.0	
(See Def. 1)		WK 2	62.4	63.5	63.2	64.7	66.7	68.2	69.1	68.1	67.8	66.8	65.7	61.6	59.3	56.8	52.9	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-75

EVE. • WED. FEB. 2, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 27, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,170 21.2				15,210 24.5				17,760 28.6				
		AVERAGE AUDIENCE (Households (000) & %)					10,620 17.1	16.2*		18.0*	12,730 20.5	19.8*		21.2*	15,590 25.1	25.2*		24.9*	
		SHARE OF AUDIENCE %					25	24 *		26 *	31	29 *		32 *	43	42 *		44 *	
		AVG. AUD. BY ¼ HR. %					16.1	16.3	17.7	18.4	19.6	20.0	21.0	21.5	25.3	25.1	25.1	24.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,560 15.4		10,370 16.7		6,640 10.7				5,780 9.3				
	AVERAGE AUDIENCE (Households (000) & %)						8,570 13.8		9,440 15.2		4,780 7.7	8.4*		6.9*	4,410 7.1	7.1*		7.1*	
	SHARE OF AUDIENCE %						20		22		11	12 *		10 *	12	12 *		13 *	
	AVG. AUD. BY ¼ HR. %						13.7	14.0	15.0	15.5	9.1	7.7	6.9	6.9	7.1	7.2	6.9	7.2	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						23,540 37.9				23,290 37.5				17,820 28.7				
	AVERAGE AUDIENCE (Households (000) & %)						19,500 31.4	30.2*		32.6*	20,000 32.2	32.5*		31.9*	14,350 23.1	24.0*		22.1*	
	SHARE OF AUDIENCE %						46	45 *		47 *	48	48 *		48 *	40	40 *		39 *	
	AVG. AUD. BY ¼ HR. %						29.2	31.2	32.2	33.0	32.6	32.4	32.6	31.2	24.7	23.4	22.6	21.6	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						12,920 20.8				11,860 19.1				13,290 21.4				
	AVERAGE AUDIENCE (Households (000) & %)						11,050 17.8	17.5*		18.2*	10,310 16.6	16.6*		16.5*	11,430 18.4	18.7*		18.1*	
	SHARE OF AUDIENCE %						26	26 *		27 *	25	25 *		25 *	31	31 *		32 *	
	AVG. AUD. BY ¼ HR. %						17.2	17.8	18.0	18.3	16.6	16.7	16.6	16.4	18.5	18.9	18.8	17.4	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,680 17.2		10,680 17.2		15,770 25.4								
	AVERAGE AUDIENCE (Households (000) & %)						9,560 15.4		9,870 15.9		10,740 17.3	16.7*		16.9*		18.2*		17.3*	
	SHARE OF AUDIENCE %						23		23		28	25 *		26 *		30 *		30 *	
	AVG. AUD. BY ¼ HR. %						15.2	15.6	15.5	16.3	16.9	16.5	16.9	16.9	18.2	18.1	18.0	16.7	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						22,600 36.4				20,430 32.9				16,210 26.1				
	AVERAGE AUDIENCE (Households (000) & %)						18,510 29.8	28.9*		30.8*	17,510 28.2	27.7*		28.8*	12,480 20.1	21.5*		18.7*	
	SHARE OF AUDIENCE %						44	43 *		45 *	43	42 *		44 *	34	35 *		33 *	
	AVG. AUD. BY ¼ HR. %						28.0	29.7	31.3	30.2	27.5	28.0	29.0	28.6	22.3	20.7	19.3	18.2	
TV HOUSEHOLDS USING TV		WK 1	59.9	62.1	63.8	65.7	66.9	68.3	68.8	70.3	68.3	67.2	67.1	65.5	61.0	59.1	57.6	55.6	
(See Def. 1)		WK 2	61.2	62.7	63.3	64.7	67.0	68.3	68.2	68.1	65.9	65.7	66.1	65.1	61.4	60.7	58.7	55.0	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • THU. FEB. 3, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 28, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W	TOTAL AUDIENCE (Households (000) & %)				12,480 20.1		17,020 27.4		12,980 20.9		12,850 20.7		16,080 25.9				
	ABC TV				Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)				11,430 18.4		15,460 24.9		11,990 19.3		11,740 18.9		12,420 20.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				29 17.7		39 24.5		31 19.5		31 18.9		35 18.9		19.3* 19.6	20.7* 21.1	20.3

E	TOTAL AUDIENCE (Households (000) & %)				15,210 24.5				21,300 34.3						12,300 19.8		
	CBS TV				O'Hara, U.S. Treasury				New CBS Friday Night Movies "SHE WAITS" (9:00-10:30PM)						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)				11,180 18.0				16,700 26.9						11,120 17.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				28 15.3		15.6* 15.8		20.3* 21.0		25.7* 26.0		27.6* 27.4		27.5* 26.5	17.9 18.2	17.7

1	TOTAL AUDIENCE (Households (000) & %)				16,700 26.9		12,790 20.6										
	NBC TV				Sanford and Son				Chronolog								
	AVERAGE AUDIENCE (Households (000) & %)				15,090 24.3		6,890 11.1										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				38 24.4		18 24.2		21* 14.4		20* 12.8		16* 12.1		8.6* 9.0		

W	TOTAL AUDIENCE (Households (000) & %)				13,910 22.4		15,090 24.3		11,990 19.3		10,560 17.0		15,090 24.3				
	ABC TV				Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)				12,420 20.0		13,850 22.3		10,810 17.4		9,870 15.9		11,240 18.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				31 19.6		35 20.4		28 17.4		26 15.8		32 15.9		16.2* 16.6	19.9* 20.5	19.4

E	TOTAL AUDIENCE (Households (000) & %)				15,530 25.0				20,060 32.3						11,920 19.2		
	CBS TV				O'Hara, U.S. Treasury				New CBS Friday Night Movies "THE GLASS HOUSE" (9:00-10:30PM)						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)				11,550 18.6				15,590 25.1						10,620 17.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				29 16.5		26* 16.6		41 24.7		40* 25.4		42* 25.8		42* 25.1	32 17.2	17.0

2	TOTAL AUDIENCE (Households (000) & %)				17,880 28.8		18,200 29.3										
	NBC TV				Sanford and Son				Winter Olympics								
	AVERAGE AUDIENCE (Households (000) & %)				16,210 26.1		10,180 16.4										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				41 25.3		27 18.5		28* 17.7		27* 17.5		25* 15.8		26* 15.3		

TV HOUSEHOLDS USING TV WK 1	58.7	60.1	60.1	61.3	63.1	64.5	64.1	64.1	63.3	62.7	62.1	61.5	60.5	59.5	55.2	53.5
(See Def. 1)	57.2	58.5	59.9	60.9	63.0	64.4	64.1	64.7	62.6	61.5	60.9	60.2	59.5	58.6	55.0	52.7

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

EVE. • FRI. FEB. 4, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 29, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					7,390 11.9		19,060 30.7						11,300 18.2				
	ABC TV					Bewitched		Movie of the Weekend "THE SCREAMING WOMAN"						Sixth Sense				
	AVERAGE AUDIENCE (Households (000) & %)					6,330 10.2		15,030 24.2						9,070 14.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.6		38 21.1		21.6* 34 *		25.1* 40 *		25.7* 42 *		15.1* 26 *		14.2* 26 *
1	TOTAL AUDIENCE (Households (000) & %)					24,470 39.4		15,710 25.3		14,900 24.0		12,610 20.3		16,150 26.0				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie		Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)					23,040 37.1		14,220 22.9		13,850 22.3		12,050 19.4		13,350 21.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					57 36.7		36 23.3		35 22.1		32 19.2		38 21.1		21.1* 37 *		21.9* 40 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,360 19.9				15,400 24.8								
	NBC TV					Emergency				NBC Saturday Night at the Movies "TOPAZ" (9:00-11:30PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)					9,190 14.8		14,000 22.0		8,320 13.4		12,700 20.0		12,300 20.0		13,600 24.0		13,900 25.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.1		22 * 13.9		24 * 15.6		20 * 12.3		20 * 12.3		24 * 13.7		25 * 13.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					6,890 11.1		17,200 27.7						13,350 21.5				
	ABC TV					Bewitched		Movie of the Weekend "MIEN MICHAEL CALLS"						Sixth Sense				
	AVERAGE AUDIENCE (Households (000) & %)					6,210 10.0		13,350 21.5		19,700 31 *		21,900 35 *		23,000 38 *		18,300 32 *		18,200 33 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.4		35 18.8		31 * 20.5		21.9 22.0		23.3 22.7		18.4 18.2		18.4 18.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					26,330 42.4		15,770 25.4		13,600 21.9		12,230 19.7		13,230 21.3				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie		Mission: Impossible®				
	AVERAGE AUDIENCE (Households (000) & %)					24,470 39.4		14,410 23.2		12,670 20.4		10,930 17.6		10,870 17.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					61 38.9		37 23.8		33 20.3		29 20.4		31 17.9		31 * 17.3		31 * 17.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,720 23.7								12,980 20.9				
	NBC TV					NBC Saturday Night at the Movies® "WHERE WERE YOU WHEN THE LIGHTS WENT OUT?" (8:00-9:55PM) (1)								Winter Olympics (9:55-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					8,320 13.4		10,700 17 *		13,600 22 *		14,600 23 *		9,940 16.0		16,200 28 *		16,200 29 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.1		17 * 10.3		22 * 13.4		23 * 14.3		28 13.2		28 * 16.3		29 * 15.9
TV HOUSEHOLDS USING TV		WK 1	55.0	57.5	59.4	61.6	64.7	65.0	64.1	64.7	63.3	62.5	61.6	61.5	57.8	56.5	55.7	54.9
(See Def. 1)		WK 2	55.6	57.9	58.7	60.9	64.2	64.7	62.9	62.8	62.2	62.3	61.5	59.9	57.4	56.7	56.5	55.2

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(H) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. FEB. 5, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 30, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP. PAGES. (2) ABC WEEKEND NEWS(10:55-11:10PM) FOR REM. RATINGS, SEE OP. PAGES. (3) (5:00-7:15PM) FOR RATINGS, SEE PAGE 55.

EVE. • SUN. FEB. 6, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. FEB. 7, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W	TOTAL AUDIENCE (Households (000) & %)				13,720 22.1				19,190 30.9											
	ABC TV				Monday Night Special "THE BUDAPEST CIRCUS FESTIVAL" (CPC International, Inc.)				ABC Monday Night Movie "ICE STATION ZEBRA" PART II (9:00-10:30PM)				Marty Feldman Comedy Machine (Sustainer)							
	AVERAGE AUDIENCE (Households (000) & %)				11,180 18.0				14,970 24.1				23.8*				25.1*			
	SHARE OF AUDIENCE %				25				35				34*				36*			
	AVG. AUD. BY ¼ HR. %				16.9				23.6				24.0				25.1			
E	TOTAL AUDIENCE (Households (000) & %)				21,740 35.0				16,830 27.1				14,840 23.9				18,820 30.3			
	CBS TV				Gunsmoke				Here's Lucy				Doris Day Show				Sonny and Cher Comedy Hour			
	AVERAGE AUDIENCE (Households (000) & %)				18,570 29.9				15,590 25.1				13,720 22.1				13,970 22.5			
	SHARE OF AUDIENCE %				42				36				32				37			
	AVG. AUD. BY ¼ HR. %				28.5				24.6				22.3				21.9			
K	TOTAL AUDIENCE (Households (000) & %)				13,600 21.9				15,770 25.4				15,970 25.9				16,440 26.4			
	NBC TV				Winter Olympics				NBC Monday Night at the Movies (B)® "A RAGE TO LIVE" (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				10,990 17.7				10,120 16.3				15.5*				15.9*			
	SHARE OF AUDIENCE %				25				25				22*				23*			
	AVG. AUD. BY ¼ HR. %				17.5				18.7				15.9				16.4			
1	TOTAL AUDIENCE (Households (000) & %)				14,590 23.5				20,800 33.5				24,870 38.8				24.7*			
	ABC TV				Monday Night Special "EARTHQUAKE" (Participating)				ABC Monday Night Movie "CLEOPATRA" PART II (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				10,680 17.2				15,210 24.5				24.5*				24.8*			
	SHARE OF AUDIENCE %				25				39				36*				38*			
	AVG. AUD. BY ¼ HR. %				16.3				23.8				25.1				24.9			
W	TOTAL AUDIENCE (Households (000) & %)				20,000 32.2				19,310 31.1				16,580 26.7				20.7*			
	CBS TV				He's Your Dog (B)® Charlie Brown				Dick Van Dyke And The Other Woman (B)®				Sonny and Cher Comedy Hour							
	AVERAGE AUDIENCE (Households (000) & %)				17,700 28.5				15,030 24.2				13,350 21.5				20.7*			
	SHARE OF AUDIENCE %				41				36				37*				36*			
	AVG. AUD. BY ¼ HR. %				28.5				23.6				24.4				24.6			
E	TOTAL AUDIENCE (Households (000) & %)				16,520 26.6				13,100 21.1				12.0*				10.7*			
	NBC TV				Rowan & Martin Laugh-In				NBC Monday Night at the Movies "OPERATION KID BROTHER" (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				12,360 19.9				7,270 11.7				12.0*				10.7*			
	SHARE OF AUDIENCE %				29				19				18*				18*			
	AVG. AUD. BY ¼ HR. %				17.8				20.9				12.9				10.7			
K	TOTAL AUDIENCE (Households (000) & %)				17,700 28.5				15,030 24.2				13,350 21.5				20.7*			
	ABC TV				Dr. Seuss, The Lorax				Dick Van Dyke And The Other Woman (B)®				Sonny and Cher Comedy Hour							
	AVERAGE AUDIENCE (Households (000) & %)				15,710 25.3				15,030 24.2				13,350 21.5				20.7*			
	SHARE OF AUDIENCE %				36				36				37*				36*			
	AVG. AUD. BY ¼ HR. %				28.5				23.6				24.4				24.6			
2	TOTAL AUDIENCE (Households (000) & %)				16,520 26.6				13,100 21.1				12.0*				10.7*			
	NBC TV				Rowan & Martin Laugh-In				NBC Monday Night at the Movies "OPERATION KID BROTHER" (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				12,360 19.9				7,270 11.7				12.0*				10.7*			
	SHARE OF AUDIENCE %				29				19				18*				18*			
	AVG. AUD. BY ¼ HR. %				17.8				20.9				12.9				10.7			
TV HOUSEHOLDS USING TV WK 1																				
(See Def. 1)																				
WK 2																				
U.S. TV Households: 62,100,000																				
(B) Originated in Black & White.																				
(R) Repeat, See page B.																				
(OP) Other Programs: See Pages 72-77																				

† For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • MON. FEB. 14, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 8, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			18,200 29.3				22,670 36.5						22,600 36.4				
	ABC TV			← Mod Squad →				← Movie of the Week "SECOND CHANCE" →				← Marcus Welby, M.D. →						
	AVERAGE AUDIENCE (Households (000) & %)			14,840 23.9				17,020 27.4						19,130 30.8				
	SHARE OF AUDIENCE %			36	22.6*			37*	27.4	25.9*				29.6*	30.8	29.9*		31.7*
W E K 2	TOTAL AUDIENCE (Households (000) & %)			18,570 29.9				18,070 29.1						15,150 24.4				
	CBS TV			← Glen Campbell Hour →				← Hawaii Five-O →				← Cannon →						
	AVERAGE AUDIENCE (Households (000) & %)			14,160 22.8				15,340 24.7						12,230 19.7				
	SHARE OF AUDIENCE %			34	20.6*			37*	24.7	25.0*				24.4*	19.7	20.2*		19.2*
W E K 3	TOTAL AUDIENCE (Households (000) & %)			11,120 17.9				11,490 18.5						8,450 13.6				
	NBC TV			← Hallmark Hall of Fame "LOVE! LOVE! LOVE!" (Hallmark) →				← Winter Olympics →				← James Garner as Nichols →						
	AVERAGE AUDIENCE (Households (000) & %)			7,390 11.9				9,380 15.1						5,840 9.4				
	SHARE OF AUDIENCE %			18	12.5*			17*	15.1	15.2*				14.9*	9.4	10.0*		8.7*
W E K 4	TOTAL AUDIENCE (Households (000) & %)			20,060 32.3				24,340 39.2						22,360 36.0				
	ABC TV			← Mod Squad →				← Movie of the Week "CALL HER MOM!" →				← Marcus Welby, M.D. →						
	AVERAGE AUDIENCE (Households (000) & %)			15,960 25.7				19,190 30.9						18,510 29.8				
	SHARE OF AUDIENCE %			39	23.6*			41*	30.9	29.3*				32.6*	29.8	28.4*		31.2*
W E K 5	TOTAL AUDIENCE (Households (000) & %)			16,270 26.2				18,260 29.4						15,030 24.2				
	CBS TV			← Glen Campbell Hour →				← Hawaii Five-O →				← Cannon →						
	AVERAGE AUDIENCE (Households (000) & %)			12,230 19.7				15,400 24.8						12,300 19.8				
	SHARE OF AUDIENCE %			30	18.8*			31*	24.8	24.4*				25.3*	19.8	19.7*		20.0*
W E K 6	TOTAL AUDIENCE (Households (000) & %)			10,620 17.1				7,270 11.7						7,020 11.3				
	NBC TV			← Search for the Nile "THE GREAT DEBATE" PART IV →				← China Lost And Found (Eaton Yale & Towne, Inc.) →				← James Garner as Nichols →						
	AVERAGE AUDIENCE (Households (000) & %)			7,890 12.7				5,400 8.7						4,720 7.6				
	SHARE OF AUDIENCE %			19	13.2*			18*	8.7	9.6*				7.8*	7.6	7.1*		8.2*
TV HOUSEHOLDS USING TV WK 1		61.9	63.5	64.5	65.9	66.7	68.5	69.0	69.9	69.1	68.5	65.3	64.4	61.5	59.8	55.4	53.4	
(See Def. 1)		60.2	62.2	63.4	65.7	67.0	68.0	68.8	69.6	69.4	68.7	65.1	63.4	60.9	60.2	55.4	52.9	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

EVE. • TUE. FEB. 15, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 9, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,190 14.8		11,740 18.9				7,140 11.5						
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE KOPYKATS"				Persuaders						
	AVERAGE AUDIENCE (Households (000) & %)					8,320 13.4		8,380 13.5				5,090 8.2						
	SHARE OF AUDIENCE %					20		20 *				13 *						
	AVG. AUD. BY ¼ HR. %					13.3	13.4	14.0	13.5	13.8	12.8	8.5	7.7	8.3	8.2			
	TOTAL AUDIENCE (Households (000) & %)					17,640 28.4				15,960 25.7				18,380 30.4				
	CBS TV					Carol Burnett Show				Medical Center				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)					13,040 21.0				13,410 21.6				16,270 26.2				
	SHARE OF AUDIENCE %					31	20.1 *		21.9 *	32 *	20.2 *		22.9 *	35 *	45	44 *		26.3 *
	AVG. AUD. BY ¼ HR. %					19.9	20.2	21.8	22.0	19.7	20.7	22.4	23.4	26.1	26.3	27.0	25.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,320 29.5		21,360 34.4						14,720 23.7				
	NBC TV					Adam 12				NBC Mystery Movie "BLUEPRINT FOR MURDER"				Night Gallery				
	AVERAGE AUDIENCE (Households (000) & %)					16,890 27.2		16,700 26.9		25.3 *		27.6 *		11,800 19.0				
	SHARE OF AUDIENCE %					40		40		37 *		41 *		33		33 *		33 *
	AVG. AUD. BY ¼ HR. %					26.4	27.9	24.8	25.9	27.5	27.7	28.5	27.3	19.8	19.1	18.7	18.3	
	TOTAL AUDIENCE (Households (000) & %)					9,190 14.8		10,870 17.5				7,760 12.5						
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE TWENTIETH CENTURY FOLLIES"				Persuaders						
	AVERAGE AUDIENCE (Households (000) & %)					8,010 12.9		7,760 12.5				4,910 7.9						
	SHARE OF AUDIENCE %					20		19				13						
	AVG. AUD. BY ¼ HR. %					12.9	13.0	12.0	12.4	12.8	13.0	8.9	7.8	7.6	7.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,690 31.7				17,020 27.4				19,130 30.8				
	CBS TV					Carol Burnett Show				Medical Center				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)					14,590 23.5				14,350 23.1				15,530 25.0				
	SHARE OF AUDIENCE %					36	22.8 *		24.1 *	37 *	36	34 *		24.2 *	38 *	46	44 *	24.9 *
	AVG. AUD. BY ¼ HR. %					22.6	23.1	24.3	24.0	22.1	22.1	23.9	24.5	25.6	24.6	25.4	24.4	
	TOTAL AUDIENCE (Households (000) & %)					15,770 25.4		18,510 29.8						13,480 21.7				
	NBC TV					Adam 12				NBC Mystery Movie "TIL DEATH DO US PART"				Night Gallery				
	AVERAGE AUDIENCE (Households (000) & %)					14,470 23.3		14,030 22.6						10,680 17.2				
	SHARE OF AUDIENCE %					36		35		21.5 *		22.5 *		23.7 *	31	32 *		16.3 *
	AVG. AUD. BY ¼ HR. %					22.8	23.9	21.3	21.6	22.3	22.8	23.8	23.7	18.1	18.0	16.4	16.2	
TV HOUSEHOLDS USING TV WK 1		60.5	61.5	62.2	65.2	67.0	67.8	68.5	68.9	68.1	67.9	66.0	64.9	60.4	59.0	57.3	54.4	
(See Def. 1)		WK 2	58.3	59.2	61.4	62.6	64.6	66.5	65.9	65.9	65.1	63.5	62.7	57.5	56.1	53.7	51.9	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77

EVE. • WED. FEB. 16, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 10, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,740 18.9				15,460 24.9				14,530 23.4				
AVERAGE AUDIENCE (Households (000) & %)					10,000 16.1	15.5*			12,540 20.2	19.8*			12,170 19.6	20.0*		19.3*	
SHARE OF AUDIENCE %					24	23 *			24 *	30	29 *		31 *	34	33 *	35 *	
AVG. AUD. BY ¼ HR. %					15.2	15.7	16.4	17.1	19.4	20.2	20.7	20.6	19.6	20.3	19.7	18.8	
	Alias Smith and Jones → Longstreet → Owen Marshall, Counselor At Law →																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,790 22.2				17,760 28.6								
AVERAGE AUDIENCE (Households (000) & %)					11,180 18.0	17.4*			10,810 17.4	20.7*			19.2*	16.9*		15.3*	
SHARE OF AUDIENCE %					26	26 *			27 *	30 *			29 *	28 *		28 *	
AVG. AUD. BY ¼ HR. %					17.2	17.6	18.7	18.4	21.2	20.3	19.7	18.7	17.8	15.9	15.3	15.3	
	They've Killed Pres. Lincoln (Quaker Oats) (R) → CBS Thursday Night Movies (S) "A STREET CAR NAMED DESIRE" (9:00-11:30PM) (1)																
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,980 35.4				21,740 35.0								
AVERAGE AUDIENCE (Households (000) & %)					17,950 28.9	28.0*			13,040 21.0	22.3*			21.8*	21.7*		18.4*	
SHARE OF AUDIENCE %					42	42 *			43 *	33	33 *		33 *	36 *		33 *	
AVG. AUD. BY ¼ HR. %					27.4	28.6	29.8	29.7	22.7	22.3	22.0	21.5	22.1	21.2	19.2	17.6	
	Flip Wilson Show → Winter Olympics →																
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,480 20.1				11,490 18.5				13,100 21.1				
AVERAGE AUDIENCE (Households (000) & %)					10,310 16.6	16.0*			9,940 16.0	15.8*			10,680 17.2	17.4*		17.1*	
SHARE OF AUDIENCE %					25	25 *			26 *	24 *			26 *	31	31 *	32 *	
AVG. AUD. BY ¼ HR. %					15.5	16.4	17.4	17.2	15.8	15.9	16.1	16.2	17.5	17.2	17.1	17.0	
	Alias Smith and Jones → Longstreet → Owen Marshall, Counselor At Law →																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,750 15.7		10,310 16.6		14,220 22.9								6,960 11.2
AVERAGE AUDIENCE (Households (000) & %)					8,380 13.5		9,320 15.0		9,500 15.3	15.3*			15.8*	15.3*		11.4	7,080 11.4
SHARE OF AUDIENCE %					21		22		26	24 *			25 *	27 *		22	
AVG. AUD. BY ¼ HR. %					13.5	13.4	14.5	15.6	15.2	15.5	15.8	15.7	15.6	15.0	15.1	11.4	
	Me and the Chimp → My Three Sons → CBS Thursday Night Movies (S) "MY BLOOD RUNS COLD" (9:00-10:50PM) (1)																
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					21,980 35.4				19,380 31.2				15,530 25.0				
AVERAGE AUDIENCE (Households (000) & %)					18,260 29.4	28.2*			16,020 25.8	26.3*			12,050 19.4	19.6*		19.2*	
SHARE OF AUDIENCE %					45	44 *			46 *	41			40 *	34 *		36 *	
AVG. AUD. BY ¼ HR. %					27.2	29.3	30.5	30.6	26.4	26.3	25.8	24.7	19.5	19.7	19.6	18.9	
	Flip Wilson Show → Ironside → Dean Martin Show →																
2																	
TV HOUSEHOLDS USING TV WK 1	60.9	62.6	62.6	63.9	66.5	68.0	69.5	69.7	68.7	68.1	67.8	65.4	62.0	59.9	56.9	54.4	
(See Def. 1)	57.3	59.0	59.4	61.0	63.6	65.3	66.2	67.4	64.5	64.5	63.6	62.1	57.5	56.2	54.7	50.9	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES. (2) HUBERT HUMPHREY POLITICAL (10:50-11:00PM) (HUMPHREY ELECTION COMM.) (S)

EVE. • THU. FEB. 17, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 11, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,790 20.6		13,790 22.2		12,420 20.0		11,920 19.2		15,960 25.7				
	ABC TV							Brady Bunch	Partridge Family	Room 222 *		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					11,920 19.2		12,920 20.8		11,430 18.4		11,180 18.0		11,800 19.0		17.7*		20.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.6		34 20.2		30 18.5		29 18.0		32 17.3		29 *		36 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,850 20.7				11,360 18.3						10,120 16.3		
	CBS TV							O'Hara, U.S. Treasury				New CBS Friday Night Movies "CRAWLSPACE" (9:00-10:30PM)					Don Rickles Show	
	AVERAGE AUDIENCE (Households (000) & %)					9,870 15.9		15.3*		8,630 13.9		13.4*		14.0*		14.2*		9,070 14.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.3		25 *		23 13.7		22 *		23 *		23 *		26 15.0
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,770 27.0		20,310 32.7										
	NBC TV							Sanford and Son				NBC Friday Night Movies "TWO MULES FOR SISTER SARAH" (8:30-10:30PM)						
	AVERAGE AUDIENCE (Households (000) & %)					15,530 25.0		14,840 23.9		21.0*		25.3*		25.6*		23.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 24.5		39 25.4		34 *		41 *		42 *		39 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,500 21.9		15,530 25.0		13,970 22.5		12,980 20.9		17,080 27.5				
	ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					12,670 20.4		14,590 23.5		12,850 20.7		11,610 18.7		12,920 20.8		19.4*		22.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 19.7		38 21.2		34 20.7		31 18.7		36 18.7		32 *		41 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,540 21.8				16,330 26.3								9,000 14.5
	CBS TV							O'Hara, U.S. Treasury				New CBS Friday Night Movies "MAN ON A STRING" (9:00-10:30PM)						Don Rickles Show
	AVERAGE AUDIENCE (Households (000) & %)					10,120 16.3		14.9*		12,610 20.3		19.8*		21.1*		19.9*		8,140 13.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.2		24 *		29 *		32 *		35 *		33 *		24 13.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,020 27.4		16,460 26.5										
	NBC TV							Sanford and Son				NBC Friday Night Movies "EVIL ROY SLADE" (8:30-10:30PM)						
	AVERAGE AUDIENCE (Households (000) & %)					15,900 25.6		9,810 15.8		17.3*		16.0*		15.6*		14.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					42 25.1		26 26.0		28 *		26 *		26 *		24 *		
TV HOUSEHOLDS USING TV WK 1		54.4	56.4	56.9	58.7	60.3	61.3	61.2	62.3	61.4	61.1	61.3	61.4	61.5	61.2	57.2	55.6	
(See Def. 1)		57.4	59.3	59.2	59.8	60.9	61.8	61.9	62.1	61.4	61.6	61.0	60.9	60.4	59.4	55.5	54.1	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77

EVE. • FRI. FEB. 18, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 12, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					7,760 12.5		17,080 27.5							12,420 20.0			
	ABC TV					Bewitched				Movie of the Weekend "THE HOUND OF THE BASKERVILLES"						Sixth Sense		
	AVERAGE AUDIENCE (Households (000) & %)					6,770 10.9		12,610 20.3	17.9*		21.6*		21.5*	10,560 17.0	16.7*		17.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.4	11.3	33 17.9	28 *	21.7	35 *	22.0	36 *	31 16.4	30 *	17.0	32 *	17.2
E K 2	TOTAL AUDIENCE (Households (000) & %)					23,720 38.2		15,900 25.6		15,650 25.2		13,970 22.5		16,270 26.2				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie				Mission: Impossible		
	AVERAGE AUDIENCE (Households (000) & %)					22,360 36.0		14,720 23.7		14,280 23.0		12,790 20.6		13,600 21.9	21.5*		22.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					56 35.6	36.3	38 24.1	23.3	38 23.1	23.0	34 20.5	20.7	40 21.4	38 *	21.7	41 *	21.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 21.6				13,790 22.2								
	NBC TV							Emergency						Winter Olympics				
	AVERAGE AUDIENCE (Households (000) & %)					10,000 16.1	14.6*		17.6*	8,070 13.0	13.7*		14.6*		12.8*		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.7	23 *	17.7	28 *	22 13.7	22 *	16.7	24 *	13.7	23 *	11.0	20 *	11.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,140 11.5		9,380 15.1	14.6*		15.2*		15.0*		15.6*			
	ABC TV					Bewitched					Notorious						Pres. Nixon's China Trip (Sustainer)	
	AVERAGE AUDIENCE (Households (000) & %)					6,710 10.8		9,380 15.1	14.6*		15.2*		15.0*		15.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 10.5	11.2	25 14.3	22 *	15.2	24 *	14.9	25 *	15.1	27 *	15.3		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					24,530 39.5		18,320 29.5		16,520 26.6		15,770 25.4		17,080 27.5				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie				Mission: Impossible		
	AVERAGE AUDIENCE (Households (000) & %)					23,290 37.5		17,080 27.5		15,400 24.8		14,350 23.1		13,660 22.0	21.0*		22.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					57 37.1	38.0	42 28.1	27.0	40 24.7	38 24.9	38 23.5	39 22.7	39 20.8	37 *	21.2	42 *	23.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,720 23.7				19,310 31.1								
	NBC TV							Emergency						NBC Saturday Night at the Movies "THE 25TH HOUR" (9:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4	15.8*		19.1*	11,120 17.9	17.5*		17.6*		16.6*		17.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.6	24 *	19.0	29 *	31 17.9	28 *	17.1	29 *	17.5	29 *	16.2	32 *	18.2
TV HOUSEHOLDS USING TV		WK 1	57.0	59.1	60.3	62.2	64.1	65.0	63.7	62.7	61.5	61.1	60.0	59.5	56.8	55.9	55.1	53.5
(See Def. 1)		WK 2	56.7	60.1	62.4	64.0	65.5	66.1	66.1	65.4	62.2	62.0	61.3	60.7	58.2	56.8	54.9	54.7

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(N) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. FEB. 19, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. FEB. 13, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV					19,440 31.3				24,590 39.6								
AVERAGE AUDIENCE (Households (000) & %)					15,710 25.3	22.8*		27.9*	15,210 24.5	24.0*		27.8*		26.7*		26.5*	
SHARE OF AUDIENCE %					38	35 *		42 *	44	35 *		41 *		42 *		40 *	
AVG. AUD. BY ¼ HR. %					21.8	23.8	27.9	27.9	23.3	24.7	27.8	27.7	27.1	26.2	26.3	26.2	
CBS TV		18,010 29.0									11,120 17.9						
AVERAGE AUDIENCE (Households (000) & %)		9,750 15.7	14.1*		14.7*		17.4*		8,380 13.5		12.8*				14.1*		
SHARE OF AUDIENCE %		24	23 *		22 *		26 *		16.7*	25 *	12.9						
AVG. AUD. BY ¼ HR. %		13.7	14.6	14.9	14.6	17.0	17.7	17.1	16.2	12.7	12.9	14.5	13.7				
NBC TV		19,380 31.2					11,800 19.0		17,330 27.9				13,970 22.5				
AVERAGE AUDIENCE (Households (000) & %)		15,150 24.4	23.8*		25.1*	17.1	10,620 17.1		14,350 23.1	22.1*		24.0*	11,800 19.0	19.1*		19.0*	
SHARE OF AUDIENCE %		38	38 *		38 *	26	34		33 *	33 *		35 *	35 *	19.2	19.2	19.2	
AVG. AUD. BY ¼ HR. %		23.1	24.5	25.6	24.6	16.6	17.6	21.5	22.6	24.3	23.7	18.9	19.2	19.2	19.2	19.2	
ABC TV					18,630 30.0				21,240 34.2								
AVERAGE AUDIENCE (Households (000) & %)					14,840 23.9	22.1*		25.6*	15,090 24.3	23.0*		24.6*		25.5*			
SHARE OF AUDIENCE %					35	33 *		37 *	37	33 *		37 *		41 *			
AVG. AUD. BY ¼ HR. %					21.8	22.5	25.3	26.0	22.7	23.3	24.4	24.7	25.7	25.3			
CBS TV		18,010 29.0									16,890 27.2						
AVERAGE AUDIENCE (Households (000) & %)		11,180 18.0	17.6*		17.3*		18.7*		8,760 14.1	13.5*		13.2*		16.5*			
SHARE OF AUDIENCE %		27	27 *		26 *		28 *		27 *	23		21 *		27 *			
AVG. AUD. BY ¼ HR. %		17.5	17.8	17.2	17.3	18.9	18.5	18.8	18.3	14.1	13.0	13.0	13.5	16.0	17.2		
NBC TV		18,440 29.7					12,230 19.7		17,330 27.9				19,870 32.0				
AVERAGE AUDIENCE (Households (000) & %)		13,910 22.4	21.4*		23.3*	18.3	11,360 18.3		13,790 22.2	21.1*		23.3*	11,920 19.2	18.9*		20.8*	
SHARE OF AUDIENCE %		34	33 *		34 *	27	34 *		33	31 *		36 *	32	29 *		34 *	
AVG. AUD. BY ¼ HR. %		20.6	22.2	23.2	23.5	18.0	18.7	20.8	21.3	23.0	23.6	19.0	18.8	22.1	19.6		
TV HOUSEHOLDS USING TV WK 1	58.3	59.4	62.1	63.1	64.8	66.2	66.2	67.5	67.5	68.5	68.1	67.4	63.8	62.7	58.4	55.9	
(See Def. 1)	57.0	59.5	63.4	65.6	67.2	67.9	68.2	68.7	69.8	70.2	68.3	67.6	64.3	63.1	60.9	55.6	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES. (2) CBS SUNDAY NEWS(10:55-11:10PM) FOR RATINGS, SEE OP PAGES.

EVE. • SUN. FEB. 20, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. FEB. 21, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES																																																																															
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																																																													
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		11,120 17.9					15,710 25.3																																																																						
		AVERAGE AUDIENCE (Households (000) & %)		8,200 13.2 19					10,810 17.4 29					18.2* 29 *					17.9* 31 *																																																												
		SHARE OF AUDIENCE %		13.9					13.1					17.8					17.7																																																												
		AVG. AUD. BY ¼ HR. %		13.9					15.7					18.5					16.9																																																												
Monday Night Special "THE ENCHANTED WORLD OF DANNY KAYE: THE EMPEROR'S NEW CLOTHES"																				ABC Monday Night Movie "A LOVELY WAY TO DIE" (9:00-11:00PM)																																																											
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		19,810 31.9					17,260 27.8					16,020 25.8					15,150 24.4																																																												
		AVERAGE AUDIENCE (Households (000) & %)		16,890 27.2 40					15,710 25.3 39					14,530 23.4 37					12,670 20.4 36																																																												
		SHARE OF AUDIENCE %		25.7					24.3					26.3					21.5																																																												
		AVG. AUD. BY ¼ HR. %		27.3					24.3					24.1					20.8																																																												
Gunsmoke																				Here's Lucy																				Doris Day Show																				Sonny and Cher Comedy Hour																			
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		15,900 25.6					17,640 28.4																																																																						
		AVERAGE AUDIENCE (Households (000) & %)		13,040 21.0 31					10,120 16.3 27					16.7* 27 *					15.4* 26 *																																																												
		SHARE OF AUDIENCE %		18.2					19.7					16.8					15.7																																																												
		AVG. AUD. BY ¼ HR. %		20.7					19.7					16.5					15.0																																																												
Rowan & Martin Laugh-In																				NBC Monday Night at the Movies "PROBE" (9:00-11:00PM)																																																											
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)		10,680 17.2										11,550 18.6																																																																	
		AVERAGE AUDIENCE (Households (000) & %)		7,080 11.4 17					10.5* 15 *					7,760 12.5 22					13.2* 22 *																																																												
		SHARE OF AUDIENCE %		12.7					10.6					11.5					13.1																																																												
		AVG. AUD. BY ¼ HR. %		11.9					10.6					11.5					13.1																																																												
Monday Night Special "POL-DE-ROL"																				Pres. Nixon's Return From China (9:00-9:45PM) (Sustainer)																				ABC Monday Night Movie® "THE BLUE MAX" PART II (9:45-11:15PM) (1)																																							
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		19,310 31.1					17,880 28.8					15,340 24.7					13,790 22.2					15,900 25.6																																																							
		AVERAGE AUDIENCE (Households (000) & %)		15,280 24.6 36					13,540 21.8 34					13,170 21.2 35					12,230 19.7 34																																																												
		SHARE OF AUDIENCE %		23.9					21.4					21.3					20.5																																																												
		AVG. AUD. BY ¼ HR. %		23.8					21.4					21.8					20.5																																																												
Appointment With Destiny "SHOWDOWN AT O.K. CORRAL" (Timex Corp.)																				Pres. Nixon's Arrival (9:00-9:50PM) (1)																				Here's Lucy (9:50-10:20PM) (1)																				Doris Day Show (10:20-10:50PM) (1)																			
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		18,630 30.0					16,210 26.1					17,760 28.6																																																																	
		AVERAGE AUDIENCE (Households (000) & %)		13,850 22.3 33					14,220 22.9 35					10,490 16.9 31					16.9* 28 *																																																												
		SHARE OF AUDIENCE %		19.7					24.1					23.1					17.6																																																												
		AVG. AUD. BY ¼ HR. %		21.5					23.3					22.3					16.6																																																												
Rowan & Martin Laugh-In																				Pres. Nixon's Arrival (9:00-9:45PM) (Atlantic Richfield Co.)																				NBC Monday Night at the Movies® "THE COCKEYED COWBOYS OF CALICO COUNTY" (9:45-11:45PM) (1)																																							
TV HOUSEHOLDS USING TV																				WK 1																				WK 2																																							
(See Def. 1)																				60.6																				57.5																																							
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U.S. TV Households: 62,100,000.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 46-53.

(1) FOR REM. RATINGS, SEE OP. PAGES. (2) SONNY & CHER COMEDY HOUR (10:50-11:50PM) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. FEB. 28, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 22, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			21,550 34.7				18,690 30.1						19,560 31.5				
AVERAGE AUDIENCE (Households (000) & %)			17,640 28.4	26.5*			13,230 21.3	20.3*		20.6*			23.0*	25.5	23.5*		27.4*
SHARE OF AUDIENCE %			42	40 *			44 *	31	29 *	29 *			35 *	44	38 *		51 *
AVG. AUD. BY ¼ HR. %			25.2	27.8	30.3	30.2	20.8	19.9	20.7	20.5	23.1	22.9	22.7	22.7	24.4	28.0	26.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,020 25.8				16,950 27.3					17,760 28.6				9,380 15.1	
AVERAGE AUDIENCE (Households (000) & %)			12,420 20.0	19.0*			14,780 23.8	22.8*		24.8*			23.3*	25.5	22.9*	8,260 13.3	
SHARE OF AUDIENCE %			30	29 *			31 *	34	33 *	35 *			35 *	36	37 *	25	
AVG. AUD. BY ¼ HR. %			18.6	19.5	20.8	21.2	22.1	23.5	24.8	24.8	23.1	23.5	23.6	22.2	14.1	12.4	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,750 15.7				16,580 26.7					10,990 17.7					
AVERAGE AUDIENCE (Households (000) & %)			7,080 11.4	11.7*			13,970 22.5	22.1*		22.9*			8,630 13.9	14.8*		13.0*	
SHARE OF AUDIENCE %			17	18 *			16 *	32	32 *	33 *			22 *	22 *		21 *	
AVG. AUD. BY ¼ HR. %			12.3	11.1	10.4	11.7	21.5	22.7	23.0	22.8	15.4	14.2	13.4	12.5			
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,820 28.7				17,820 28.7						18,070 29.1				
AVERAGE AUDIENCE (Households (000) & %)			14,280 23.0	21.5*			13,230 21.3	20.7*		20.3*			22.9*	23.7	22.9*		24.5*
SHARE OF AUDIENCE %			35	34 *			37 *	31 *	31 *	30 *			36 *	43	38 *		47 *
AVG. AUD. BY ¼ HR. %			20.6	22.4	24.2	24.9	20.8	20.7	20.1	20.6	22.6	23.2	23.2	22.7	24.5	24.4	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,840 25.5				16,640 26.8					15,840 25.5					
AVERAGE AUDIENCE (Households (000) & %)			12,540 20.2	19.7*			13,660 22.0	21.3*		22.7*			20.2*	20.2	20.2*		20.2*
SHARE OF AUDIENCE %			31	31 *			31 *	32	32 *	33 *			32 *	33	32 *		34 *
AVG. AUD. BY ¼ HR. %			19.2	20.3	20.7	20.5	20.8	21.8	22.7	22.7	20.5	19.9	20.8	19.5			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,430 16.8				16,520 26.6					11,550 18.6					
AVERAGE AUDIENCE (Households (000) & %)			7,510 12.1	11.6*			12,850 20.7	20.7*		20.8*			8,450 13.6	14.9*		12.2*	
SHARE OF AUDIENCE %			19	18 *			19 *	31	31 *	31 *			22	23 *		21 *	
AVG. AUD. BY ¼ HR. %			11.6	11.6	12.5	12.9	20.4	21.0	20.9	20.7	15.4	14.4	12.6	11.8			
W																	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	58.5	61.2	64.7	66.6	68.1	69.2	68.7	69.4	69.9	70.0	66.7	65.3	63.2	61.8	55.4	52.5
	WK 2	57.0	60.0	62.5	64.7	66.0	66.9	67.1	67.8	67.9	68.0	64.6	63.1	61.1	57.9	52.9	50.2

U.S. TV Households: 62,100,000
(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page 8. (OP) Other Programs: See Pages 46-53

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • TUE. FEB. 29, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 23, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,750 15.7		12,110 19.5						8,200 13.2				
		AVERAGE AUDIENCE (Households (000) & %)					8,510 13.7		8,880 14.3						5,710 9.2				
		SHARE OF AUDIENCE %					21		21						15 *				
		AVG. AUD. BY ¼ HR. %					13.2	14.1	14.0	14.3	15.1	14.0	10.3	9.4	9.8*	8.7	8.6*	14 *	8.5
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,440 29.7				18,070 29.1				20,060 32.3				
		AVERAGE AUDIENCE (Households (000) & %)					13,660 22.0	21.0*		22.9*	23.9	22.2*			25.5*	27.6	27.5*		27.7*
		SHARE OF AUDIENCE %					33	32 *		34 *	36	33 *			38 *	46	44 *		47 *
		AVG. AUD. BY ¼ HR. %					20.7	21.4	22.8	23.0	21.8	22.6	25.0	26.0	27.1	27.9	28.4	26.9	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,140 27.6		18,440 29.7						14,780 23.8				
		AVERAGE AUDIENCE (Households (000) & %)					15,770 25.4		14,160 22.8						11,430 18.4				
		SHARE OF AUDIENCE %					39		34						35 *	31	31 *		30 *
		AVG. AUD. BY ¼ HR. %					25.2	25.7	21.7	22.6	22.7	23.1	23.5	23.3	19.9	19.3	17.5	17.6	17.6
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,000 16.1		11,670 18.8						6,330 10.2				
		AVERAGE AUDIENCE (Households (000) & %)					9,130 14.7		8,380 13.5						4,350 7.0				
		SHARE OF AUDIENCE %					23		21						11 *	11 *			
		AVG. AUD. BY ¼ HR. %					14.5	14.9	13.2	13.6	14.0	13.0	7.1	7.0	7.2	7.0*	12 *	6.7	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,260 29.4				17,760 28.6				17,760 28.6				
		AVERAGE AUDIENCE (Households (000) & %)					13,290 21.4	19.9*		22.9*	23.9	22.6*			25.2*	24.2	24.1*		24.3*
		SHARE OF AUDIENCE %					33	31 *		36 *	37	35 *			39 *	45	42 *		47 *
		AVG. AUD. BY ¼ HR. %					19.4	20.3	22.6	23.2	22.1	23.1	25.4	25.0	24.0	24.1	24.6	23.9	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,530 25.0		18,380 29.6						12,610 20.3				
		AVERAGE AUDIENCE (Households (000) & %)					14,220 22.9		13,230 21.3						10,180 16.4				
		SHARE OF AUDIENCE %					36		33						35 *	30	30 *		31 *
		AVG. AUD. BY ¼ HR. %					22.1	23.6	19.9	19.7	21.2	21.4	22.8	22.8	17.3	16.6	16.0	15.6	
TV HOUSEHOLDS USING TV WK 1			60.5	62.6	63.5	64.9	64.9	65.9	66.2	67.2	66.7	68.0	67.4	67.2	62.7	61.2	59.4	57.5	
(See Def. 1)			57.6	59.2	60.0	62.2	63.9	64.7	63.3	64.3	64.7	65.4	65.4	64.5	57.7	56.0	52.8	50.5	

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-53

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. MAR. 1, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 24, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,910 22.4				16,580 26.7					11,800 19.0			
		AVERAGE AUDIENCE (Households (000) & %)					11,120 17.9	17.1*		18.6*	18.5	18.4*				9,190 14.8			14.9*
		SHARE OF AUDIENCE %					28	27 *		28 *	30	29 *				29			27 *
		AVG. AUD. BY ¼ HR. %					16.8	17.4	18.6	18.7	18.4	18.5		18.3	19.6	15.6	15.3		14.6
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,810 15.8		10,990 17.7		18,630 30.0								
		AVERAGE AUDIENCE (Households (000) & %)					8,690 14.0		9,810 15.8		13,290 21.4	21.5*		22.9*		21.4*			19.4*
		SHARE OF AUDIENCE %					22		24		35	34 *		36 *		36 *			36 *
		AVG. AUD. BY ¼ HR. %					13.5	14.6	15.2	16.4	20.9	22.0	22.6	23.2	22.2	20.7	19.8		18.7
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,420 34.5				14,530 23.4				13,660 22.0				
		AVERAGE AUDIENCE (Households (000) & %)					17,390 28.0	27.7*		28.3*	11,360 18.3	18.9*		17.8*	16.3	15.9*			16.8*
		SHARE OF AUDIENCE %					43	43 *		43 *	30	31 *		29 *	29	27 *			31 *
		AVG. AUD. BY ¼ HR. %					27.2	28.2	28.9	27.7	19.1	18.7	18.5	17.0	14.9	16.9	17.2		16.5
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,230 21.3				10,740 17.3				12,050 19.4				
		AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4	17.3*		17.6*	8,570 13.8	13.8*		13.8*	16.6	16.4*			16.8*
		SHARE OF AUDIENCE %					26	26 *		26 *	22	21 *		22 *	30	28 *			31 *
		AVG. AUD. BY ¼ HR. %					17.0	17.6	17.8	17.3	14.1	13.5	13.5	14.0	16.1	16.6	16.9		16.7
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,000 14.5		9,500 15.3		20,310 32.7								
		AVERAGE AUDIENCE (Households (000) & %)					8,140 13.1		8,880 14.3		13,100 21.1	23.2*		22.2*		21.0*			19.6*
		SHARE OF AUDIENCE %					20		21		36	36 *		35 *		36 *			36 *
		AVG. AUD. BY ¼ HR. %					13.1	13.0	13.8	14.9	22.9	23.5	22.4	21.9	21.5	20.4	19.6		19.5
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,360 36.0				16,270 26.2				12,730 20.5				
		AVERAGE AUDIENCE (Households (000) & %)					18,880 30.4	30.0*		30.7*	13,290 21.4	21.0*		21.8*	10,060 16.2	17.2*			15.2*
		SHARE OF AUDIENCE %					46	45 *		46 *	33	33 *		34 *	29	30 *			28 *
		AVG. AUD. BY ¼ HR. %					28.8	31.1	31.2	30.3	20.9	21.1	22.0	21.6	17.8	16.6	15.6		14.7
TV HOUSEHOLDS USING TV		WK 1	57.5	58.4	58.7	61.5	63.2	65.3	65.6	65.9	64.0	63.9	63.8	63.0	60.5	57.1	55.6	52.1	
(See Def. 1)		WK 2	59.2	61.6	61.7	64.4	65.3	67.3	67.2	67.3	64.2	64.7	64.3	63.0	59.1	56.8	55.2	53.1	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.
 (B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-50

(1) FOR REM. RATINGS. SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hour).

EVE. • THU. MAR. 2, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 25, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,210 24.5				13,970 22.5		13,350 21.5		17,200 27.7				
		AVERAGE AUDIENCE (Households (000) & %)					11,120 17.9				11,860 19.1		11,990 19.3		13,850 22.3				
		SHARE OF AUDIENCE %					30				32		33		42				
		AVG. AUD. BY ¼ HR. %					16.6				18.6		19.3		22.1				
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,950 27.3						14,590 23.5						
		AVERAGE AUDIENCE (Households (000) & %)					11,360 18.3						9,500 15.3						
		SHARE OF AUDIENCE %					31						28						
		AVG. AUD. BY ¼ HR. %					16.4						16.8						
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,830 27.1						12,480 20.1		10,560 17.0				
		AVERAGE AUDIENCE (Households (000) & %)					10,310 16.6						11,430 18.4		6,270 10.1				
		SHARE OF AUDIENCE %					29						31		18				
		AVG. AUD. BY ¼ HR. %					16.9						17.9		10.3				
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,480 21.7						12,300 19.8		12,230 19.7		15,170 25.4		
		AVERAGE AUDIENCE (Households (000) & %)					12,230 19.7						11,240 18.1		11,240 18.1		11,610 18.7		
		SHARE OF AUDIENCE %					31						29		33		33		
		AVG. AUD. BY ¼ HR. %					19.2						18.1		18.1		17.5		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,030 24.2					19,000 30.6							
		AVERAGE AUDIENCE (Households (000) & %)					11,180 18.0					14,410 23.2							
		SHARE OF AUDIENCE %					28					37							
		AVG. AUD. BY ¼ HR. %					15.2					23.8							
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,010 29.0												
		AVERAGE AUDIENCE (Households (000) & %)					16,460 26.5												
		SHARE OF AUDIENCE %					42												
		AVG. AUD. BY ¼ HR. %					26.2												

TV HOUSEHOLDS USING TV	WK 1	WK 2	54.5	56.2	57.4	58.7	59.3	59.3	59.1	59.3	59.9	60.2	58.2	57.3	55.4	54.0	53.3	51.4
(See Def. 1)	WK 2		54.5	56.7	57.9	59.9	62.4	64.1	64.1	64.8	64.2	64.2	63.5	63.3	61.5	59.5	55.1	52.0

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-53

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • FRI. MAR. 3, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 26, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					6,520 10.5		12,730 20.5							10,000 16.1			
	ABC TV							Bewitched		Movie of the Weekend "TWO FOR THE MONEY"						Sixth Sense		
	AVERAGE AUDIENCE (Households (000) & %)					5,590 9.0		9,190 14.8	13.1*		15.6*		15.9*	7,820 12.6	12.8*		12.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 8.8	9.2	24 12.5	21 *	15.4	25 *	15.8	26 *	22 12.9	22 *	12.6	12.5	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,730 36.6		16,520 26.6		13,910 22.4		12,920 20.8		13,040 21.0				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie			Mission: Impossible			
	AVERAGE AUDIENCE (Households (000) & %)					21,240 34.2		15,590 25.1		12,850 20.7		11,610 18.7		10,560 17.0	17.1*		16.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					54 33.3	35.1	40 25.9	24.4	33 20.5	20.9	31 18.7	30 18.7	30 16.9	29 *	17.3	16.9	30 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					13,540 21.8				22,050 35.5								
	NBC TV							Emergency						NBC Saturday Night at the Movies® "MCLINTOCK" (9:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					10,250 16.5	14.8*		18.2*	14,530 23.4	21.0*		22.3*		24.3*		24.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.5	24 *	17.9	29 *	41 20.9	34 *	22.3	37 *	24.5	42 *	24.2	44 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					7,080 11.4		16,270 26.2						11,740 18.9				
	ABC TV							Bewitched		Movie of the Weekend "A VERY MISSING PERSON"						Sixth Sense		
	AVERAGE AUDIENCE (Households (000) & %)					6,330 10.2		10,490 16.9	15.7*		18.0*		17.0*	9,870 15.9	15.1*		16.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.6	10.8	28 15.7	25 *	18.0	30 *	17.3	29 *	30 14.5	27 *	16.7	32 *	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					24,280 39.1		17,950 28.9		16,330 26.3		14,350 23.1		16,080 25.9				
	CBS TV					All In The Family		Mary Tyler Moore Show		New Dick Van Dyke Show		Arnie			Mission: Impossible®			
	AVERAGE AUDIENCE (Households (000) & %)					22,600 36.4		17,080 27.5		14,530 23.4		13,350 21.5		12,850 20.7	20.9*		20.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					57 35.7	37.1	44 27.9	27.1	39 23.2	23.6	37 21.6	39 21.4	38 *	20.7	20.6	39 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					13,350 21.5				16,460 26.5								
	NBC TV							Emergency						NBC Saturday Night at the Movies "THE HONEY POT" (9:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					9,870 15.9	14.9*		16.9*	8,260 13.3	13.8*		13.4*		13.7*		12.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.9	23 *	16.6	27 *	24 14.4	23 *	13.2	23 *	14.0	25 *	12.2	24 *	
TV HOUSEHOLDS USING TV WK 1		54.5	56.8	58.0	60.1	62.1	63.5	62.0	62.4	62.3	62.1	60.9	60.0	58.7	57.5	56.1	55.6	
(See Def. 1)		54.7	57.0	58.0	60.2	63.0	64.8	62.8	62.1	60.4	59.7	58.3	57.2	55.2	54.8	52.9	51.6	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-53

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. MAR. 4, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. 27, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,080 25.9				14,780 23.8								
		AVERAGE AUDIENCE (Households (000) & %)					14,220 22.9	22.1*		23.7*	8,200 13.2	12.0*		12.8*			13.5*		14.3*
		SHARE OF AUDIENCE %					35	34*		35*	21	18*		20*			21*		27*
		AVG. AUD. BY ¼ HR. %					21.6	22.5	23.7	23.7	13.1	11.3	12.9	12.8		13.4	13.6	14.7	13.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)		17,880 28.8											12,480 20.1					
	AVERAGE AUDIENCE (Households (000) & %)		10,000 16.1	14.5*			15.5*		16.5*		18.0*	16.5	16.1*		16.9*				
	SHARE OF AUDIENCE %		25	24*			24*		24*		27*	26	25*		27*				
	AVG. AUD. BY ¼ HR. %		14.1	14.9	15.2	15.7	16.1	16.8	17.7	18.2	16.3	16.0	16.9	16.9					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		14,900 24.0				18,200 29.3				23,970 38.6				22,110 35.6				
	AVERAGE AUDIENCE (Households (000) & %)		13,100 21.1				15,400 24.8				19,620 31.6				16,770 27.0				
	SHARE OF AUDIENCE %		35				38				48				46				
	AVG. AUD. BY ¼ HR. %		20.9	21.4	23.9	24.6	25.4	25.3	30.4	32.1	31.9	32.0	28.9	27.2	27.1	24.9			
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,560 31.5				19,060 30.7								
		AVERAGE AUDIENCE (Households (000) & %)					16,330 26.3	23.9*		28.8*	14,280 23.0	21.9*		23.0*		23.6*		23.3*	
		SHARE OF AUDIENCE %					41	38*		44*	37	34*		35*		38*		41*	
		AVG. AUD. BY ¼ HR. %					22.8	25.1	28.4	29.2	22.0	21.9	22.8	23.2	23.6	23.6	24.2	22.4	
CBS TV	TOTAL AUDIENCE (Households (000) & %)		16,640 26.8											10,990 17.7					
	AVERAGE AUDIENCE (Households (000) & %)		8,760 14.1	15.4*			13.5*		13.2*		14.2*	14.5	13.9*		15.0*				
	SHARE OF AUDIENCE %		22	26*			21*		20*		22*	23	21*		24*				
	AVG. AUD. BY ¼ HR. %		15.9	15.0	13.9	13.1	13.2	13.2	14.1	14.2	13.7	14.1	15.3	14.7					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		16,890 27.2					11,990 19.3			17,080 27.5				15,210 24.5				
	AVERAGE AUDIENCE (Households (000) & %)		12,670 20.4	19.7*			21.1*	18.0		14,530 23.4	23.1*		23.7*		12,230 19.7	19.1*		20.3*	
	SHARE OF AUDIENCE %		33	33*			34*	28		36	35*		36*		33	31*		36*	
	AVG. AUD. BY ¼ HR. %		19.1	20.2	21.1	21.1	18.0	18.0		22.4	23.8	23.9	23.4	19.2	19.1	20.2	20.3		
TV HOUSEHOLDS USING TV			WK 1	53.6	56.3	59.2	61.7	63.7	65.3	67.3	67.4	66.7	66.6	65.7	65.2	64.2	62.7	55.7	50.5
(See Def. 1)			WK 2	55.0	57.3	59.2	61.1	62.4	63.5	64.5	65.3	65.0	65.4	65.3	64.9	62.5	62.1	58.1	54.5

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-53

(1) PRES. NIXON'S CHINA TRIP (9:00-9:05PM) (S) (SUSTAINER)

EVE. • SUN. MAR. 5, 1972

EVE. • MON. MAR. 6, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL Nielsen TV AUDIENCE																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,560 15.4				15,960 25.7								
		AVERAGE AUDIENCE (Households (000) & %)					6,710 10.8	11.3*		10.3*	10,810 17.4	17.1*		18.1*		17.7*		16.7*	
		SHARE OF AUDIENCE %					16	17*		15*	28	26*		29*		29*		30*	
		AVG. AUD. BY 1/4 HR. %					11.9	10.6	10.2	10.3	16.7	17.6	18.0	18.1	18.0	17.5	17.4	16.0	
		Monday Night Special "CHAMPIONS" (General Electric)																	
		ABC Monday Night Movie "THE DELPHI BUREAU" (9:00-11:00PM)																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					20,370 32.8				18,750 30.2		16,700 26.9		17,140 27.6				
		AVERAGE AUDIENCE (Households (000) & %)					17,330 27.9	27.0*		28.8*	16,890 27.2	24.9	15,460 24.9		14,030 22.6	23.5*		21.7*	
		SHARE OF AUDIENCE %					42	41*		42*	41	39	39		39	39*		39*	
		AVG. AUD. BY 1/4 HR. %					26.0	27.9	29.4	28.3	26.7	27.7	24.9	24.9	23.7	23.2	22.1	21.3	
		Gunsmoke																	
		Here's Lucy®																	
		Doris Day Show																	
		Sonny and Cher Comedy Hour																	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,830 27.1				14,350 23.1								
		AVERAGE AUDIENCE (Households (000) & %)					13,100 21.1	19.9*		22.4*	9,500 15.3	15.3*		16.0*		15.4*		14.6*	
		SHARE OF AUDIENCE %					32	30*		33*	25	23*		25*		25*		26*	
		AVG. AUD. BY 1/4 HR. %					19.2	20.7	21.6	23.2	15.7	15.0	16.1	15.8	15.8	15.1	14.9	14.3	
		Rowan & Martin Laugh-In																	
		NBC Monday Night at the Movies "I THANK A FOOL" (9:00-11:00PM)																	
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					7,640 12.3				13,480 21.7								
		AVERAGE AUDIENCE (Households (000) & %)					4,530 7.3	7.4*		7.1*	9,630 15.5	15.0*		16.0*		15.5*		6,330 10.2	
		SHARE OF AUDIENCE %					11	11*		11*	25	23*		25*		26*		19	
		AVG. AUD. BY 1/4 HR. %					8.0	6.8	6.9	7.3	14.8	15.2	15.8	16.3	16.3	14.6	10.4	9.9	
		Monday Night Special "MONDAY NIGHT SPORTS" (Participating)																	
		ABC Monday Night Movie "LORD JIM" PART II (9:00-10:30PM)																	
		Birdseye View of California (RM)																	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,820 30.3				12,230 19.7		10,310 16.6		15,340 24.7				
		AVERAGE AUDIENCE (Households (000) & %)					15,840 25.5	25.0*		26.0*	11,050 17.8		9,630 15.5		11,670 18.8	18.1*		19.6*	
		SHARE OF AUDIENCE %					39	39*		40*	27		24		33	30*		36*	
		AVG. AUD. BY 1/4 HR. %					23.9	26.1	26.5	25.4	17.9	17.7	15.4	15.5	17.5	18.7	20.3	18.9	
		Gunsmoke																	
		Here's Lucy®																	
		Doris Day Show®																	
		Sonny and Cher Comedy Hour																	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,390 26.4				21,550 34.7				16,830 27.1				
		AVERAGE AUDIENCE (Households (000) & %)					13,170 21.2	20.2*		22.2*	17,640 28.4	28.1*		28.8*	13,170 21.2	21.9*		20.4*	
		SHARE OF AUDIENCE %					33	31*		34*	44	43*		45*	37	37*		38*	
		AVG. AUD. BY 1/4 HR. %					19.3	21.1	21.8	22.6	27.4	28.9	29.7	27.8	22.4	21.5	20.9	20.0	
		Rowan & Martin Laugh-In																	
		Bob Hope Special (Chrysler)																	
		Johnny Carson Presents Sun City Scandals '72 (Kraftco)																	
TV HOUSEHOLDS USING TV		WK 1	57.0	58.8	60.7	63.1	64.9	66.5	67.8	68.3	65.8	66.0	63.7	63.1	61.8	60.1	58.0	54.3	
(See Def. 1)		WK 2	57.8	61.1	62.5	63.7	64.5	65.4	65.4	65.6	64.2	65.3	63.8	63.0	60.3	58.6	56.0	52.8	
* Half-hour ratings (for immediately preceding and subject quarter-hour).																			
EVE • MON MAR 13, 1972																			

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51.

EVE. • MON. MAR. 13, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		17,260 27.8		20,740 33.4		21,300 34.3											
	AVERAGE AUDIENCE (Households (000) & %)		14,220 22.9		15,150 24.4		16,830 27.1												
	SHARE OF AUDIENCE %		33		35		49												
	AVG. AUD. BY 1/4 HR. %		21.0		22.3		26.2												
		Mod Squad				Movie of the Week "THE ROOKIES"													
		Glen Campbell Hour				Hawaii Five-O													
		Cannon				CBS News: Campaign '72 Elections "NEW HAMPSHIRE PRIMARY RETURNS"													
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		14,470 23.3		15,960 25.7		16,770 27.0		7,270 11.7									
	AVERAGE AUDIENCE (Households (000) & %)		11,490 18.5		13,970 22.5		13,480 21.7		6,270 10.1										
	SHARE OF AUDIENCE %		27		32		34		18										
	AVG. AUD. BY 1/4 HR. %		16.1		21.4		21.3		11.0										
		Glen Campbell Hour				Hawaii Five-O													
		Cannon				CBS News: Campaign '72 Elections "NEW HAMPSHIRE PRIMARY RETURNS"													
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		18,690 30.1		10,740 17.3		3,910 6.3											
	AVERAGE AUDIENCE (Households (000) & %)		13,910 22.4		6,890 11.1		3,110 5.0												
	SHARE OF AUDIENCE %		32		18		9												
	AVG. AUD. BY 1/4 HR. %		20.3		13.2		5.2												
		Wizard Of Oz (R)				James Garner as Nichols													
		Decision '72 New Hampshire (Gulf Oil Corp.)																	
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)		8,630 13.9		13,720 22.1		16,020 25.8		27,100 45.0									
	AVERAGE AUDIENCE (Households (000) & %)		8,630 13.9		13,720 22.1		16,020 25.8		27,100 45.0										
	SHARE OF AUDIENCE %		21		32		45		50										
	AVG. AUD. BY 1/4 HR. %		12.9		17.8		24.3		27.7										
		Mod Squad (7:30-8:00 & 8:05-8:30PM)		(3) Mod Squad (7:30-8:00 & 8:05-8:30PM)		14th Annual Grammy Awards													
		Glen Campbell Hour				Hawaii Five-O													
		Cannon				CBS News: Campaign '72 Elections "FLORIDA PRIMARY RETURNS"													
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		15,150 24.4		15,460 24.9		14,660 23.6		7,890 12.7									
	AVERAGE AUDIENCE (Households (000) & %)		9,870 15.9		12,540 20.2		12,050 19.4		6,770 10.9										
	SHARE OF AUDIENCE %		24		29		31		32										
	AVG. AUD. BY 1/4 HR. %		15.8		19.2		19.1		18.8										
		Glen Campbell Hour				Hawaii Five-O													
		Cannon				CBS News: Campaign '72 Elections "FLORIDA PRIMARY RETURNS"													
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		16,390 26.4		25,340 40.8		12,230 19.7		6,460 10.4									
	AVERAGE AUDIENCE (Households (000) & %)		14,410 23.2		17,950 28.9		8,320 13.4		5,150 8.3										
	SHARE OF AUDIENCE %		36		41		21		21										
	AVG. AUD. BY 1/4 HR. %		21.9		30.1		15.0		8.8										
		Winnie The Pooh And The Honey Tree (Sears, Roebuck & Co.) (R)				West Side Story - Part I (AT & T)													
		Decision '72 Florida (Gulf Oil Corp.)																	
		Winnipeg, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Elections 72:N.H. (2)													
		Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)				Marcus Welby, M.D. (10:00-10:30 & 10:30-11:00PM) (1)													
		21.0		22.7		23.9		24.0		22.8		23.2		23.9		27.3		27.9	
TV HOUSEHOLDS USING TV		WK 1	59.6	62.5	65.5	68.4	69.9	70.6	69.9	70.4	70.9	70.6	67.0	65.4	62.9	61.1	55.5	52.4	
(See Def. 1)		WK 2	56.7	61.0	63.7	66.5	68.5	69.8	70.9	71.0	70.8	70.2	68.0	66.1	63.3	61.1	55.7	53.1	

11.5 TV Households: 62,100,000[†] For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP. PAGES. (2) (10:20-10:30PM) FOR RATINGS, SEE OP. PAGES. (3) ELECTION '72: FLORIDA (8:00-8:05PM) (S) FOR RATINGS, SEE OP. PAGES.

EVE. • TUE. MAR. 14, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. MAR. 8, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,000 16.1		11,180 18.0				7,200 11.6						
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE KOPYKATS"				Persuaders						
	AVERAGE AUDIENCE (Households (000) & %)					8,380 13.5		7,890 12.7				5,030 8.1						
	SHARE OF AUDIENCE %					21		20				19 *						
W E E K 2	AVG. AUD. BY ¼ HR. %					12.9	14.0	12.7	13.0	13.1	11.9	7.9	8.1	8.7	7.9			
	TOTAL AUDIENCE (Households (000) & %)					19,690 31.7				19,380 31.2				20,560 33.1				
	CBS TV					Carol Burnett Show				Medical Center				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)					14,410 23.2	21.3 *		25.0 *	16,390 26.4	25.6 *		27.3 *	16,770 27.0	27.5 *			26.6 *
W E E K 1	SHARE OF AUDIENCE %					36	34 *		39 *	41	40 *		42 *	47	46 *			48 *
	AVG. AUD. BY ¼ HR. %					21.1	21.5	24.6	25.4	25.1	26.0	27.2	27.4	27.9	27.0	27.2		26.0
	TOTAL AUDIENCE (Households (000) & %)					16,460 26.5		19,060 30.7						13,290 21.4				
	NBC TV					Adam 12				NBC Mystery Movie® "MURDER BY THE BOOK"				Night Gallery				
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					14,970 24.1		13,660 22.0		21.4 *	21.7 *		23.1 *	10,740 17.3	17.5 *			17.0 *
	SHARE OF AUDIENCE %					38		34		33 *	34 *		35 *	30	29 *			31 *
	AVG. AUD. BY ¼ HR. %					23.2	25.0	21.5	21.1	21.5	22.0	22.9	23.2	17.4	17.7	17.7		16.3
	TOTAL AUDIENCE (Households (000) & %)					13.1		19.7				13.4						
W E E K 1	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE DANNY THOMAS SPECIAL, A FUNNY THING HAPPENED ON THE WAY TO A SPECIAL"				Persuaders						
	AVERAGE AUDIENCE (Households (000) & %)					7,270 11.7		8,200 13.2		12.6 *		5,900 9.5						
	SHARE OF AUDIENCE %					19		20		19 *		16						
	AVG. AUD. BY ¼ HR. %					11.3	12.2	12.1	13.1	14.0	13.7	9.9	9.6 *	9.5	9.5	16 *		9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,020 25.8				15,960 25.7				17,140 27.6				
	CBS TV					Carol Burnett Show®				Medical Center®				Mannix®				
	AVERAGE AUDIENCE (Households (000) & %)					11,180 18.0	17.7 *		18.2 *	11,920 19.2	18.0 *		20.5 *	14,220 22.9	23.1 *			22.8 *
	SHARE OF AUDIENCE %					28	28 *		28 *	30	28 *		32 *	41	40 *			43 *
W E E K 1	AVG. AUD. BY ¼ HR. %					17.3	18.1	18.9	17.5	17.5	18.4	20.1	20.9	23.1	23.0	23.3		22.4
	TOTAL AUDIENCE (Households (000) & %)					16,330 26.3		22,480 36.2						12,610 20.3				
	NBC TV					Adam 12				West Side Story - Part 2				Night Gallery				
	AVERAGE AUDIENCE (Households (000) & %)					15,210 24.5		16,830 27.1		26.7 *				10,060 16.2	16.2 *			16.2 *
W E E K 2	SHARE OF AUDIENCE %					39		42		41 *			42 *	29	28 *			30 *
	AVG. AUD. BY ¼ HR. %					23.9	25.0	26.4	27.1	28.3	27.3	27.6	25.8	16.1	16.3	16.6		15.8
	TV HOUSEHOLDS USING TV WK 1	56.1	57.6	57.9	60.4	61.9	64.1	64.1	64.4	64.1	64.7	64.8	65.4	61.4	58.9	57.2		53.4
	(See Def. 1) WK 2	54.8	57.1	57.5	59.2	61.9	64.0	65.2	65.7	65.0	65.0	64.5	62.7	57.9	57.8	55.2		51.3

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • WED. MAR. 15, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. MAR. 9, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,430 18.4				12,230 19.7				14,100 22.7					
	ABC TV					Alias Smith and Jones				Longstreet®				Owen Marshall, Counselor At Law					
	AVERAGE AUDIENCE (Households (000) & %)					8,630 13.9	13.4*			10,000 16.1	15.2*		16.9*	11,800 19.0	19.1*			18.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.1	21* 13.7	14.1	14.4* 14.7	26 14.7	25* 15.6	16.8	28* 17.1	37 19.1	35* 19.2	19.3		38* 18.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 22.8				10,000 16.1				6,330 10.2					
	CBS TV					Will Rogers' U.S.A. (Folstaff)				CBS News Special "BUSSING"				Back From China					
	AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4	17.4*		17.4* 27	11.8 19	12.6* 20*		11.0* 18*	4,410 7.1	7.9*			6.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.2	27* 17.6	17.7	27* 17.1	13.6	11.6 11.3	11.3	10.7	14 8.6	15* 7.3	6.5		12* 5.9	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					21,610 34.8				21,610 34.8				17,880 28.8					
	NBC TV					Flip Wilson Show				Ironside				Dean Martin Show					
	AVERAGE AUDIENCE (Households (000) & %)					18,010 29.0	28.0*		29.9* 45	28.8 47	29.0* 47*		28.7* 47*	14,030 22.6	23.4*			21.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 27.1	44* 29.0	30.0	46* 29.8	29.0	28.9 28.9	28.9	28.5	43 23.6	43* 23.2	22.6		44* 20.9	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					15.0				20.1				18.1					
	ABC TV					Alias Smith and Jones				Longstreet				Pres. Nixon's Address (10:00-10:15PM) (SUS. 1) (S)	(1)	Owen Marshall, Counselor At Law (10:20-11:20PM) (2)			
	AVERAGE AUDIENCE (Households (000) & %)					7,020 11.3	10.5*		12.1* 18	15.1 24	14.7* 23*		15.4* 25*	8,380 13.5	13.5*			13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.4	17* 10.6	11.9	19* 12.4	24 14.6	23* 14.8	15.2	25* 15.6	26 13.6	26* 14.0			26* 13.6	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					7,950 12.8		8,880 14.3		15,960 25.7									
	CBS TV					Me and the Chimp			My Three Sons			CBS Thursday Night Movies® "RETURN TO PEYTON PLACE" (9:00-10:00PM & 10:20-11:40PM) (2)			Pres. Nixon's Address (10:00-10:15PM) (SUS. 1) (S)	(3)	CBS Thursday Night Movies® (9:00-10:00PM & 10:20-11:40PM) (2)		
	AVERAGE AUDIENCE (Households (000) & %)					6,710 10.8		8,140 13.1		9,750 15.7	15.7*		16.3*					15.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.3	11.2	21 12.7	13.6	29 15.1	25* 16.3	16.5	26* 16.1		16.4	15.8		30* 15.7	
W E K 6	TOTAL AUDIENCE (Households (000) & %)					19,810 31.9				18,070 29.1				11,550 18.6					
	NBC TV					Flip Wilson Show				Ironside®				Pres. Nixon's Address (10:00-10:15PM) (SUS. 1) (S)		Dean Martin Show (10:15-11:15PM) (2)			
	AVERAGE AUDIENCE (Households (000) & %)					15,840 25.5	23.9*		27.0* 41	22.4 36	22.7* 36*		22.1* 36*	8,320 13.4	13.4*			13.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22.8	25.0	26.9	42* 27.1	36 22.8	36* 22.5	22.4	21.8	26 14.2	26* 13.4			25* 13.0	
TV HOUSEHOLDS USING TV		WK 1	54.8	55.8	56.5	59.9	62.6	64.5	65.6	65.6	62.1	61.1	61.2	60.3	55.2	53.4	51.5	48.1	
(See Def. 1)		WK 2	53.3	55.0	55.8	58.8	60.9	62.7	63.2	64.3	63.1	63.3	62.5	61.5	57.0	55.8	53.6	50.2	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Originated in Black & White. (R) Repeat, See page B. (Q) Other Programs: See Pages 46-51.

(1) PRES. NIXON: COMMENTARY (10:15-10:20PM) (SUS. 1) (S) (2) FOR REM. RATINGS, SEE OP. PAGES. (3) PRES. NIXON: ANALYSIS (10:15-10:20PM) (SUS. 1) (S)

EVE. • THU. MAR. 16, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. MAR. 10, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,480 20.1		14,970 24.1		13,230 21.3		13,790 22.2		17,080 27.5				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple				Love, American Style®		
	AVERAGE AUDIENCE (Households (000) & %)					11,430 18.4		13,970 22.5		12,050 19.4		12,480 20.1		12,420 20.0		19.8*		20.3*
	SHARE OF AUDIENCE %					30		37		32		34		36		34*		38*
	AVG. AUD. BY ¼ HR. %					17.8	18.9	22.5	22.5	18.9	19.9	20.1	20.2	19.6	20.0	20.6	19.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,230 21.3		14,720 23.7								8,260 13.3		
	CBS TV					O'Hara, U.S. Treasury				New CBS Friday Night Movies®						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)					10,370 16.7	15.1*		18.2*	9,380 15.1	16.5*		14.5*			7,270 11.7		
	SHARE OF AUDIENCE %					27	25*		30*	25	27*		24*			25*		22
	AVG. AUD. BY ¼ HR. %					14.7	15.6	17.9	18.5	17.1	15.8	14.9	14.1	14.1	14.4	11.7	11.7	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					15,840 25.5		16,330 26.3										
	NBC TV					Sanford and Son				NBC Friday Night Movies®								
	AVERAGE AUDIENCE (Households (000) & %)					14,660 23.6		9,630 15.5	14.1*		15.1*		16.5*			16.5*		
	SHARE OF AUDIENCE %					39		26	23*		25*		28*			28*		
	AVG. AUD. BY ¼ HR. %					22.9	24.2	14.8	13.4	14.9	15.3	16.2	16.8	16.8	16.2			
W E K 4	TOTAL AUDIENCE (Households (000) & %)					10,230 16.5		12,480 20.1		9,070 16.0		9,440 17.0		10,310 16.6		15.3*		18.0*
	ABC TV					Brady Bunch®		Partridge Family		Room 222®		Odd Couple®				Love, American Style®		
	AVERAGE AUDIENCE (Households (000) & %)					9,380 15.1		11,550 18.6		9,070 14.6		9,440 15.2		10,310 16.6		15.3*		18.0*
	SHARE OF AUDIENCE %					25		30		24		26		31		28*		35*
	AVG. AUD. BY ¼ HR. %					14.9	15.3	18.4	18.8	14.6	14.6	15.0	15.4	15.1	15.5	17.9	18.1	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					12,420 20.0				14,780 23.8						9,190 14.8		
	CBS TV					O'Hara, U.S. Treasury®				New CBS Friday Night Movies						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)					8,630 13.9	12.9*		15.0*	9,000 14.5	14.5*		14.9*			14.2*	13.4	
	SHARE OF AUDIENCE %					22	21*		24*	25	24*		26*			26*	26	
	AVG. AUD. BY ¼ HR. %					12.9	12.8	14.8	15.1	15.1	14.0	14.6	15.1	14.2	14.2	13.4	13.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)					18,260 29.4		19,130 30.8										
	NBC TV					Sanford and Son				NBC Friday Night Movies								
	AVERAGE AUDIENCE (Households (000) & %)					16,520 26.6		11,920 19.2	18.4*		21.0*		19.0*			18.4*		
	SHARE OF AUDIENCE %					43		32	30*		35*		33*			33*		
	AVG. AUD. BY ¼ HR. %					25.7	27.5	18.7	18.2	20.6	21.4	19.5	18.6	18.6	18.2			
TV HOUSEHOLDS USING TV WK 1		52.4	54.3	56.0	57.6	59.6	61.5	61.4	61.5	60.4	60.6	60.0	59.5	58.6	57.6	54.1	52.2	
(See Def. 1)		WK 2	51.9	53.8	54.7	56.8	60.5	62.4	62.2	62.1	60.6	60.5	58.3	58.0	55.1	52.1	50.2	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

EVE. • FRI. MAR. 17, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. MAR. 11, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					7,270 11.7		12,670 20.4							10,370 16.7			
	ABC TV					Bewitched				Movie of the Weekend® "A TASTE OF EVIL"						Sixth Sense		
	AVERAGE AUDIENCE (Households (000) & %)					6,400 10.3		8,200 13.2	12.1*		13.1*		14.3*		8,630 13.9	13.6*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.0		23 12.5	20 *	11.7	22 *	13.3	25 *	14.2	26 13.2	25 *	13.9	28 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					22,670 36.5		15,960 25.7		13,410 21.6		11,610 18.7			12,110 19.5			
	CBS TV					All In The Family		Mary Tyler Moore Show®		New Dick Van Dyke Show®		Arnie				Mission: Impossible®		
	AVERAGE AUDIENCE (Households (000) & %)					21,240 34.2		14,160 22.8		11,990 19.3		10,680 17.2			10,000 16.1	16.2*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					56 33.3		38 23.5	22.2	33 19.3	19.2	30 17.3	17.1		31 16.2	30 *	16.3	31 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,100 21.1				16,950 27.3								
	NBC TV							Emergency										
	AVERAGE AUDIENCE (Households (000) & %)					9,380 15.1	13.5*		16.8*	16.1	18.0*		17.6*			15.9*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.4	22 *	13.5	28 *	17.5	30 18.0	31 *	31 *	17.5	16.4	29 *	15.4	29 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					5,780 9.3		13,170 21.2							11,250 18.6			
	ABC TV					Bewitched				Movie of the Weekend® "SUDDENLY SINGLE"						Sixth Sense		
	AVERAGE AUDIENCE (Households (000) & %)					4,910 7.9		8,570 13.8	11.9*		14.5*		15.2*		9,380 15.1	15.3*		14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 7.6		23 11.8	19 *	12.0	24 *	14.8	27 *	15.3	28 15.5	28 *	15.1	29 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					21,550 34.7		14,970 24.1		13,230 21.3		12,920 20.8			14,160 22.8			
	CBS TV					All In The Family®		Mary Tyler Moore Show®		New Dick Van Dyke Show®		Arnie®				Mission: Impossible®		
	AVERAGE AUDIENCE (Households (000) & %)					20,000 32.2		13,790 22.2		11,740 18.9		11,740 18.9			11,120 17.9	17.8*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					52 32.0		36 22.7	21.7	32 18.4	19.4	33 18.6	19.2		34 18.1	33 *	17.5	35 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,850 22.3				17,260 27.8								
	NBC TV							Emergency										
	AVERAGE AUDIENCE (Households (000) & %)					10,370 16.7				9,000 14.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.0		25 *	18.2*	30 *	16.6*	28 *	15.0*	26 *	13.8	25 *	13.5*	26 *
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		50.0	52.3	54.5	56.6	60.2	62.2	60.1	59.8	59.0	58.1	57.5	57.0	54.3	53.6	51.9	50.5	
WK 2		52.0	54.4	54.9	57.3	61.4	63.2	61.4	61.3	59.6	58.9	57.1	57.0	55.0	53.0	52.4	51.5	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Page 40-51

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. MAR. 18, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 12, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					18,130 29.2				16,210 26.1								3,480 5.6
	ABC TV					The F.B.I.						ABC Sunday Night Movie "LORD JIM" PART I (9:00-10:55PM) (1)						(12)
	AVERAGE AUDIENCE (Households (000) & %)					14,280 23.0		20.8*		25.1*	15.9	16.3*		16.1*		15.6*		3,040 4.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 20.0		32 *	25.1	37 *	26	24 *	16.3	25 *	15.8	26 *	16.3	11 5.3
1	TOTAL AUDIENCE (Households (000) & %)		17,570 28.3										14,840 23.9					
	CBS TV		CBS Sunday Night Movies "FIVE MILLION YEARS TO EARTH" (7:30-9:30PM)												Cade's County			
	AVERAGE AUDIENCE (Households (000) & %)		10,620 17.1		15.2*			16.5*		17.8*		18.9*	12,110 19.5		18.3*		20.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 15.0		25 *			26 *	18.0	27 *		28 *	31	28 *		35 *	20.5	
2	TOTAL AUDIENCE (Households (000) & %)		18,200 29.3				12,050 19.4			19,380 31.2				15,650 25.2				
	NBC TV		Wonderful World of Disney® "HANNER IN THE SKY" PART II		Jimmy Stewart Show (Procter & Gamble)		Bonanza		Bold Ones									
	AVERAGE AUDIENCE (Households (000) & %)		13,790 22.2		22.3*		11,180 18.0			15,340 24.7		24.8*		12,110 19.5		18.7*		20.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		35 21.8		37 *		34 *	27	18.4	38		37 *		35		31 *	20.1	38 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,500 27.3				32.4								4,470 7.2
	ABC TV					The F.B.I.						ABC Sunday Night Movie "DAY OF THE EVIL GUN" (9:00-10:55PM) (1)						(12)
	AVERAGE AUDIENCE (Households (000) & %)					13,540 21.8		20.4*		23.2*	14,660 23.6	21.3*		23.1*		25.0*		7.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 19.4		34 *	22.9	37 *	39	34 *	22.8	37 *	24.6	42 *	26.5	16 7.9
E K 2	TOTAL AUDIENCE (Households (000) & %)		17,200 27.7										11,800 19.0					
	CBS TV		CBS Sunday Night Movies® "HEAVY COME, EASY GO" (7:30-9:30PM)												Cade's County			
	AVERAGE AUDIENCE (Households (000) & %)		10,120 16.3		12.3*			15.8*		18.3*		18.9*	9,250 14.9		14.1*		15.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 11.4		22 *			26 *	17.8	29 *	19.6	30 *	24	23 *	16.0	26 *	15.5	
2	TOTAL AUDIENCE (Households (000) & %)		17,510 28.2				11,430 18.4			13,720 22.1				12,480 20.1				
	NBC TV		Wonderful World of Disney "CHANGO, THE YUCATAN MONKEY"		Jimmy Stewart Show (Procter & Gamble)®		Bonanza		Bold Ones®									
	AVERAGE AUDIENCE (Households (000) & %)		12,920 20.8		20.8*		10,310 16.6			10,990 17.7		16.9*		9,810 15.8		14.8*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 20.8		37 *		35 *	27	16.7	28	16.4	27 *	18.7	29 *	28	25 *	16.4	32 *
TV HOUSEHOLDS USING TV		WK 1	53.2	57.6	59.8	61.7	63.5	65.5	66.7	67.4	67.0	66.6	65.5	64.3	60.2	58.8	54.6	50.5
(See Def. 1)		WK 2	49.0	51.2	54.3	56.8	59.2	61.0	61.7	63.0	62.9	64.0	62.5	62.4	60.6	59.2	55.6	50.0

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP PAGES. (2) ABC WEEKEND NEWS(10:55-11:10PM) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. MAR. 19, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAR. 20, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,560 17.0				10,490 16.9								
		AVERAGE AUDIENCE (Households (000) & %)					7,820 12.6	13.0*		12.1*	9.4	10.3*		10.2*		9.2*		8.0*	
		SHARE OF AUDIENCE %					20	21 *		19 *	16	16 *		17 *		16 *		15 *	
		AVG. AUD. BY ¼ HR. %					13.2	12.8	12.3	12.0	10.9	9.7	10.1	10.2	9.5	8.8	8.2	7.9	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,690 30.1				15,210 24.5		12,790 20.6		15,210 24.5				
		AVERAGE AUDIENCE (Households (000) & %)					15,090 24.3	23.9*		24.8*	13,540 21.8		11,430 18.4		12,170 19.6		20.1*	19.0*	
		SHARE OF AUDIENCE %					39	38 *		39 *	35		30		35		34 *	35 *	
		AVG. AUD. BY ¼ HR. %					23.3	24.5	25.3	24.3	21.2	22.3	18.7	18.2	20.2	20.0	19.7	18.3	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,700 26.9				21,300 34.3								
		AVERAGE AUDIENCE (Households (000) & %)					13,170 21.2	19.9*		22.5*	15,770 25.4		24.8*		26.2*		26.0*	24.6*	
		SHARE OF AUDIENCE %					34	32 *		35 *	43		39 *		43 *		45 *	45 *	
		AVG. AUD. BY ¼ HR. %					19.1	20.8	21.8	23.3	24.5	25.1	26.0	26.4	25.9	26.1	25.4	23.7	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,380 13.5		7,890 12.7		17,880 28.8								
		AVERAGE AUDIENCE (Households (000) & %)					7,020 11.3		7,140 11.5		11,300 18.2		19.9*		21.6*		16.7*	14.7*	
		SHARE OF AUDIENCE %					17		18		31		31 *		35 *		29 *	28 *	
		AVG. AUD. BY ¼ HR. %					11.4	11.1	11.1	11.9	19.3	20.6	21.4	21.8	17.5	16.0	15.3	14.0	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,830 27.1				13,230 21.3		12,670 20.4		17,020 27.4				
		AVERAGE AUDIENCE (Households (000) & %)					12,980 20.9	21.2*		20.7*	11,490 18.5		11,610 18.7		13,600 21.9		22.4*	21.4*	
		SHARE OF AUDIENCE %					32	33 *		32 *	29		30		40		39 *	40 *	
		AVG. AUD. BY ¼ HR. %					21.4	20.9	21.4	20.1	17.4	19.6	18.4	18.9	22.4	22.3	21.8	21.0	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,510 29.8				16,270 26.2								
		AVERAGE AUDIENCE (Households (000) & %)					14,350 23.1	21.9*		24.2*	9,870 15.9		18.5*		16.4*		14.8*	13.8*	
		SHARE OF AUDIENCE %					36	34 *		37 *	27		29 *		26 *		26 *	26 *	
		AVG. AUD. BY ¼ HR. %					20.9	23.0	24.3	24.1	19.5	17.5	16.9	16.0	15.0	14.7	14.1	13.5	
TV HOUSEHOLDS USING TV WK 1			51.8	54.8	57.4	60.3	61.5	62.7	63.7	64.0	63.0	63.1	61.3	60.6	59.0	57.8	56.0	52.6	
(See Def. 1)			55.9	58.1	60.0	62.3	64.2	65.1	65.5	65.2	64.0	64.4	62.6	61.9	58.3	56.4	54.9	51.1	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

EVE. • MON. MAR. 27, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAR. 21, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			18,380 29.6				19,500 31.4							19,310 31.1			
	ABC TV			Mod Squad®				Movie of the Week® "CONGRATULATIONS, IT'S A BOY"				Marcus Welby, M.D.®						
	AVERAGE AUDIENCE (Households (000) & %)			14,780 23.8	22.7*			14,410 23.2	20.8*			22.3*		26.4*	25.3	24.8*		25.8*
	SHARE OF AUDIENCE %			38	37 *			39 *	36	32 *		34 *		43 *	47	43 *		51 *
	AVG. AUD. BY ¼ HR. %			21.7	23.8	24.6	25.1	20.5	21.0	22.0	22.7	26.0	26.8	24.6	25.1	26.1		25.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)			16,460 26.5				16,020 25.8						15,840 25.5				
	CBS TV			Glen Campbell Hour				Hawaii Five-O®				Cannon®						
	AVERAGE AUDIENCE (Households (000) & %)			12,420 20.0	18.8*			13,350 21.5	20.9*			12,670 20.4		20.4*		20.4*		
	SHARE OF AUDIENCE %			32	31 *			33 *	32 *			22.2*	34 *	33 *		36 *		
	AVG. AUD. BY ¼ HR. %			18.0	19.5	21.1	21.5	20.7	21.0	22.1	22.3	20.6	20.2	20.8	20.0			
W E K 3	TOTAL AUDIENCE (Households (000) & %)			8,820 14.2				13,720 22.1						8,320 13.4				
	NBC TV			Miss Pickerell				W W				James Garner as Nichols®						
	AVERAGE AUDIENCE (Households (000) & %)			5,530 8.9	9.0*			10,560 17.0	17.6*			5,710 9.2		9.8*		8.7*		
	SHARE OF AUDIENCE %			14	15 *			14 *	26	27 *		16.4*	25 *	15	16 *	15 *		
	AVG. AUD. BY ¼ HR. %			9.5	8.4	8.3	9.1	17.6	17.6	16.6	16.3	10.2	9.3	8.9	8.4			
W E K 4	TOTAL AUDIENCE (Households (000) & %)			16,150 26.0				19,310 31.1							17,330 27.9			
	ABC TV			Mod Squad®				Movie of the Week® "THE FORGOTTEN MAN"				Marcus Welby, M.D.®						
	AVERAGE AUDIENCE (Households (000) & %)			12,540 20.2	19.0*			14,160 22.8	21.4*			13,410 21.6		21.2*		22.0*		
	SHARE OF AUDIENCE %			33	32 *			34 *	36	33 *		22.5*	35 *	41 *	42	39 *		46 *
	AVG. AUD. BY ¼ HR. %			18.4	19.6	21.3	21.6	21.3	21.4	22.1	22.9	24.6	24.7	21.8	20.7	22.4		21.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)			13,040 21.0				17,330 27.9						15,150 24.4				
	CBS TV			Glen Campbell Hour®				Hawaii Five-O®				Cannon®						
	AVERAGE AUDIENCE (Households (000) & %)			9,810 15.8	14.1*			14,100 22.7	21.9*			11,550 18.6		18.4*		18.7*		
	SHARE OF AUDIENCE %			26	24 *			28 *	35	34 *		23.4*	37 *	33	31 *	34 *		
	AVG. AUD. BY ¼ HR. %			13.1	15.0	17.2	18.1	21.4	22.3	23.6	23.2	18.3	18.6	19.2	18.2			
W E K 6	TOTAL AUDIENCE (Households (000) & %)			12,670 20.4				10,680 17.2						8,630 13.9				
	NBC TV			Arthur Godfrey's Portable Electric Medicine Show (Chrysler)				Pain! Where Does It Hurt Most? (Eaton Yale & Towne, Inc.)				James Garner as Nichols				Busing- Pres. Nixon's Plan (Sustainer)		
	AVERAGE AUDIENCE (Households (000) & %)			8,940 14.4	14.4*			8,010 12.9	13.5*			5,960 9.6		9.6*		9.7*		
	SHARE OF AUDIENCE %			24	24 *			23 *	20	21 *		12.4*	19 *	17	16 *	18 *		
	AVG. AUD. BY ¼ HR. %			14.5	14.3	14.4	14.2	13.6	13.4	12.7	12.1	9.7	9.4	9.5	9.9			
TV HOUSEHOLDS USING TV		WK 1	54.7	56.4	59.9	62.0	63.1	64.1	64.5	65.3	65.6	66.2	62.9	61.3	57.8	56.5	51.6	48.9
(See Def. 1)		WK 2	54.8	56.0	57.8	60.5	62.4	62.9	63.7	64.0	64.3	63.9	60.5	59.3	54.9	53.8	49.8	46.8

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 46-49

EVE. • TUE. MAR. 28, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. MAR. 22, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,070 14.6		14,160 22.8					7,330 11.8					
AVERAGE AUDIENCE (Households (000) & %)					7,820 12.6		10,120 16.3					5,280 8.5					
SHARE OF AUDIENCE %					20		25		16.6*		15.9*	8.2*			8.9*		
AVG. AUD. BY ¼ HR. %					12.1	13.2	16.5	16.7	16.5	15.3	8.7	7.7	8.9	8.9			
Courtship of Eddie's Father ← ABC Comedy Hour "THE KOPYKATS" → Persuaders®																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,640 28.4				18,260 29.4				18,880 30.4				
AVERAGE AUDIENCE (Households (000) & %)					12,230 19.7				14,660 23.6				15,530 25.0				
SHARE OF AUDIENCE %					30	18.8*	29*		20.7*	22.4*		24.8*	25.0	24.7*		25.3*	
AVG. AUD. BY ¼ HR. %					18.7	18.9	20.2	21.2	21.8	23.0	24.8	24.9	24.7	24.7	25.8	24.8	
Carol Burnett Show ← Medical Center® → Mannix®																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,830 27.1		18,630 30.0						12,230 19.7				
AVERAGE AUDIENCE (Households (000) & %)					15,340 24.7		13,040 21.0						9,250 14.9				
SHARE OF AUDIENCE %					38		33		21.0*	21.5*		20.5*	14.9	15.2*		14.5*	
AVG. AUD. BY ¼ HR. %					23.9	25.5	21.3	20.8	22.2	20.8	20.8	20.3	15.5	14.9	14.7	14.3	
Adam 12® ← Hallmark Hall of Fame "HARVEY" (Hallmark) → Night Gallery®																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					7,140 11.5		12,850 20.7					6,710 10.8					
AVERAGE AUDIENCE (Households (000) & %)					6,580 10.6		9,320 15.0					4,910 7.9					
SHARE OF AUDIENCE %					17		24		14.3*	15.6*		8.4*			7.4*		
AVG. AUD. BY ¼ HR. %					10.2	11.0	13.8	14.8	15.7	15.5	8.9	7.8	7.5	7.4			
Courtship of Eddie's Father ← ABC Comedy Hour "THE FRIARS ROAST SAMMY DAVIS, JR." → Persuaders®																	
W																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					18,200 29.3				16,890 27.2				18,510 29.8				
AVERAGE AUDIENCE (Households (000) & %)					12,920 20.8				13,230 21.3				15,400 24.8				
SHARE OF AUDIENCE %					33	20.2*	32*		21.3*	19.8*		22.8*	24.8	24.4*		25.1*	
AVG. AUD. BY ¼ HR. %					20.3	20.0	21.1	21.6	19.5	20.0	22.8	22.9	24.0	24.8	25.6	24.6	
Carol Burnett Show ← Medical Center® → Mannix®																	
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,150 24.4		18,750 30.2						13,350 21.5				
AVERAGE AUDIENCE (Households (000) & %)					13,540 21.8		12,790 20.6						9,870 15.9				
SHARE OF AUDIENCE %					35		33		20.4*	20.9*		20.5*	15.9	16.1*		15.7*	
AVG. AUD. BY ¼ HR. %					21.2	22.4	20.2	20.7	21.3	20.5	20.5	20.5	16.5	15.7	15.7	15.7	
Adam 12® ← NBC Mystery Movie® "SOMEBODY'S OUT TO GET JENNY" → Night Gallery®																	
2																	
TV HOUSEHOLDS USING TV WK 1	53.5	56.2	58.1	61.7	63.9	65.3	64.9	64.7	64.2	63.4	62.7	61.6	57.1	56.2	54.0	50.4	
(See Def. 1) WK 2	53.1	55.9	58.6	60.5	61.9	62.6	62.6	63.7	63.2	63.2	61.7	60.5	55.9	55.6	52.4	50.2	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

EVE. • WED. MAR. 29, 1972

EVE. • THU. MAR. 23, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,230 21.3				13,790 22.2					11,240 18.1			
	ABC TV								Alias Smith and Jones®			Longstreet®				Owen Marshall, Counselor At Law®		
	AVERAGE AUDIENCE (Households (000) & %)					10,560 17.0	16.2*			10,250 16.5	17.0*			16.0*	15.0	14.6*		15.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.4	26 *			28 *	27 *			26 *	28 *	26 *		29 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,440 15.2		10,250 16.5		19,690 31.7								
	CBS TV							Me and the Chimp	My Three Sons					CBS Thursday Night Movies "PROMISE HER ANYTHING" (9:00-10:50PM)				Nicolas and Alexandra (10:50-11:30PM) (TV-14)
	AVERAGE AUDIENCE (Households (000) & %)					8,380 13.5		9,380 15.1		14,220 22.9	23.5*			23.8*		22.6*		21.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.5		24		39	37 *			39 *		40 *		39 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,130 30.8				15,210 24.5								
	NBC TV							Flip Wilson Show®						NCAA Basketball Playoffs (VARIOUS TEAMS 6 TIMES, 9:00-11:05PM)(11)				
	AVERAGE AUDIENCE (Households (000) & %)					14,660 23.6	23.2*			8,880 14.3	14.7*			14.1*		13.5*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 22.6	39 *			24	23 *			23 *		23 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,850 22.3				10,430 16.8					12,730 20.5			
	ABC TV							Here Comes Peter Cottontail®				Longstreet®				Owen Marshall, Counselor At Law®		
	AVERAGE AUDIENCE (Households (000) & %)					10,870 17.5	17.3*			7,760 12.5	12.7*			12.3*	17.2	17.1*		17.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.2	30 *			21	22 *			21 *	31	30 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,940 14.4		8,450 13.6		15,400 24.8								
	CBS TV							Me and the Chimp	My Three Sons					CBS Thursday Night Movies® "BERSEK" (9:00-10:50PM)				Cabaret (11:30-1:00AM) (TV-14)
	AVERAGE AUDIENCE (Households (000) & %)					7,640 12.3		7,890 12.7		10,250 16.5	16.5*			16.9*		16.8*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.5		21		29	28 *			29 *		30 *		29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,880 30.4				16,580 26.7					15,210 24.5			
	NBC TV							Flip Wilson Show®					Ironside®			Dean Martin Show		
	AVERAGE AUDIENCE (Households (000) & %)					14,660 23.6	22.2*			13,350 21.5	21.3*			21.8*	11,800 19.0	18.7*		19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 21.1	38 *			37	36 *			38 *	34	33 *		36 *
TV HOUSEHOLDS USING TV		WK 1	53.6	54.9	55.9	58.4	61.3	62.8	62.9	64.5	63.9	63.4	62.3	60.1	57.0	55.9	54.6	50.1
(See Def. 1)		WK 2	51.8	52.3	53.4	54.9	57.5	59.0	59.9	61.1	58.7	58.5	57.9	58.2	56.6	56.4	55.8	52.4

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours)

(B) Originated in Black & White.

(R) Repeat. See page B.

(OP) Other Programs: See Pages 46-49

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. • THU. MAR. 30, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. MAR. 24, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,920 19.2		16,020 25.8		16,080 25.9		15,650 25.2		18,880 30.4				
	ABC TV					Brady Bunch®		Partridge Family®		Room 222®		Odd Couple®		Love, American Style®				
	AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4		14,780 23.8		14,590 23.5		14,530 23.4		14,840 23.9		23.5*		24.4*
	SHARE OF AUDIENCE %					29		39		39		39		44		41*		46*
W E E K 2	AVG. AUD. BY ¼ HR. %					16.6	18.2	22.9	24.8	23.1	23.9	23.4	23.4	23.1	23.8	24.9	23.6	
	TOTAL AUDIENCE (Households (000) & %)					13,720 22.1				17,570 28.3							9,690 15.6	
	CBS TV					← O'Hara, U.S. Treasury® →				New CBS Friday Night Movies® "A DEATH OF INNOCENCE" (9:00-10:30PM)						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)					9,810 15.8	13.6*		18.0*	12,730 20.5	19.8*		20.9*		21.0*	8,690 14.0		
W E E K 1	SHARE OF AUDIENCE %					27	23*		30*	35	33*		35*		37*	27		
	AVG. AUD. BY ¼ HR. %					13.5	13.7	17.6	18.4	19.7	19.8	20.7	21.1	21.3	20.6	14.4	13.6	
	TOTAL AUDIENCE (Households (000) & %)					16,950 27.3		13,230 21.3										
	NBC TV					Sanford and Son				Chronolog								
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					15,840 25.5		6,830 11.0	13.1*		11.2*		10.2*		9.4*			
	SHARE OF AUDIENCE %					43		19	22*		19*		17*		17*			
	AVG. AUD. BY ¼ HR. %					25.0	26.0	14.0	17.1	11.2	11.1	10.4	10.0	9.7	9.0			
	TOTAL AUDIENCE (Households (000) & %)					11,360 18.3		14,280 23.0		12,730 20.5		11,990 19.3		14,840 23.9				
W E E K 1	ABC TV					Brady Bunch®		Partridge Family®		Room 222®		Odd Couple®		Love, American Style®				
	AVERAGE AUDIENCE (Households (000) & %)					10,000 16.1		12,920 20.8		11,430 18.4		10,870 17.5		10,870 17.5		16.2*		18.9*
	SHARE OF AUDIENCE %					27		34		31		30		31		28*		35*
	AVG. AUD. BY ¼ HR. %					15.3	16.9	20.7	21.0	17.9	18.8	17.8	17.2	16.3	16.1	18.9	18.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,780 23.8				15,340 24.7						10,310 16.6		
	CBS TV					Appointment With Destiny "THE CRUCIFIXION OF JESUS" (Timex Corp.)				New CBS Friday Night Movies "TRILOGY OF PILOTS" (9:00-10:30PM)						Don Rickles Show		
	AVERAGE AUDIENCE (Households (000) & %)					11,120 17.9	16.8*		18.9*	10,560 17.0	17.0*		16.9*		17.2*	9,380 15.1		
	SHARE OF AUDIENCE %					30	28*		31*	29	29*		29*		30*	28		
W E E K 1	AVG. AUD. BY ¼ HR. %					17.6	16.1	18.5	19.3	16.9	17.2	16.7	17.1	17.2	17.2	15.3	15.0	
	TOTAL AUDIENCE (Households (000) & %)					17,080 27.5		16,580 26.7										
	NBC TV					Sanford and Son				NBC Friday Night at the Movies® "CAT ON A HOT TIN ROOF" (8:30-10:30PM)								
	AVERAGE AUDIENCE (Households (000) & %)					15,400 24.8		10,370 16.7	15.1*		16.9*		17.2*		17.7*			
W E E K 2	SHARE OF AUDIENCE %					42		28	25*		28*		29*		31*			
	AVG. AUD. BY ¼ HR. %					24.1	25.6	16.0	14.2	16.8	17.0	17.1	17.3	17.6	17.7			
TV HOUSEHOLDS USING TV		WK 1	50.9	53.4	53.7	55.7	57.8	60.2	60.0	60.7	59.9	60.4	59.6	59.2	57.5	55.9	53.5	51.7
(See Def. 1)		WK 2	50.9	53.3	53.6	56.7	58.7	60.3	60.5	60.3	59.2	59.6	58.4	58.3	57.7	57.6	54.3	52.8

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 46-49

EVE. • FRI. MAR. 31, 1972

EVE. • SAT. MAR. 25, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					6,270 10.1		13,040 21.0							9,750 15.7			
		AVERAGE AUDIENCE (Households (000) & %)					5,460 8.8		8,630 13.9							7,450 12.0			
		SHARE OF AUDIENCE %					14		23							26 *		23 *	
		AVG. AUD. BY 1/4 HR. %					8.5	9.1	11.9	12.6	14.2	15.1	15.1	14.3	12.1	12.1	11.7	12.1	12.1
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					22,540 36.3		15,400 24.8		15,030 24.2		13,720 22.1			15,590 25.1			
		AVERAGE AUDIENCE (Households (000) & %)					20,680 33.3		13,970 22.5		13,720 22.1		12,480 20.1			12,610 20.3		20.4 *	
		SHARE OF AUDIENCE %					53		36		37		35			39		39 *	
		AVG. AUD. BY 1/4 HR. %					32.6	33.9	23.0	22.0	21.9	22.3	19.8	20.4	20.4	20.4	20.3	20.4	20.1
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,780 23.8				16,640 26.8								
		AVERAGE AUDIENCE (Households (000) & %)					11,240 18.1				8,570 13.8								
		SHARE OF AUDIENCE %					29				26								
		AVG. AUD. BY 1/4 HR. %					14.3	15.8 *	20.4 *	20.4 *	15.7 *	15.7 *	13.9 *	13.9 *	13.0 *	13.0 *	12.7 *	12.7 *	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,960 11.2		12,610 20.3							10,180 16.4			
		AVERAGE AUDIENCE (Households (000) & %)					5,780 9.3		9,000 14.5							8,940 14.4			
		SHARE OF AUDIENCE %					16		26							28			
		AVG. AUD. BY 1/4 HR. %					8.7	9.9	12.6	13.1	14.4	15.0	16.0	16.1	14.3	14.1	14.4	14.7	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					21,180 34.1		14,590 23.5		12,790 20.6		10,810 17.4			11,800 19.0			
		AVERAGE AUDIENCE (Households (000) & %)					19,620 31.6		13,040 21.0		11,490 18.5		9,690 15.6			9,440 15.2			
		SHARE OF AUDIENCE %					54		37		33		29			30			
		AVG. AUD. BY 1/4 HR. %					30.7	32.5	21.3	20.7	18.5	18.5	15.9	15.2	14.7	14.9	15.4	15.8	
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,440 31.3												
		AVERAGE AUDIENCE (Households (000) & %)					10,810 17.4												
		SHARE OF AUDIENCE %					32												
		AVG. AUD. BY 1/4 HR. %					13.5	13.6 *	18.0	18.4	18.9	18.4	18.4	18.4	18.4	19.0	18.9	18.0	15.0
TV HOUSEHOLDS USING TV			WK 1	53.9	54.8	57.0	59.0	62.8	63.6	62.0	62.5	60.5	59.2	57.6	56.1	53.4	52.1	50.7	49.9
(See Def. 1)			WK 2	47.1	49.5	52.0	54.7	57.5	59.2	57.2	56.6	56.2	56.0	54.8	54.1	53.0	52.2	51.6	49.2

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-49

(1) NCAA BASKETBALL FINAL(FLORIDA STATE VS U.C.L.A..5:05-7:15PM)(S)FOR RATINGS. SEE PAGE 38. (2) END OF RATINGS SEE OP PAGES.

EVE. • SAT. APR. 1, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SUN. MAR. 26, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,210 26.1				19,250 31.0								
	ABC TV							The F.B.I. ®						ABC Sunday Night Movie "JIGSAW" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					11,860 19.1	17.3*			13,970 22.5	20.1*		22.0*			23.7*	24.1*	
	SHARE OF AUDIENCE %					31	28 *			34 *	32 *		36 *			42 *	46 *	
W E K 2	AVG. AUD. BY ¼ HR. %					17.2	17.4	20.7	21.2	19.7	20.4	21.6	22.4	23.6	23.8	24.8	23.4	
	TOTAL AUDIENCE (Households (000) & %)		13,410 21.6					14,720 23.7					10,680 17.2					
	CBS TV		Clownaround					Dick Van Dyke Meets Bill Cosby					Cade's County					
	AVERAGE AUDIENCE (Households (000) & %)		9,250 14.9	13.8*			10,490 16.1*	16.9	16.6*		8,380 13.5	12.8*		14.3*				
W E K 3	SHARE OF AUDIENCE %		25	24 *		26 *	27	27 *		28 *	23	21 *		25 *				
	AVG. AUD. BY ¼ HR. %		13.4	14.1	16.0	16.2	16.2	17.0	17.4	17.2	12.8	12.8	14.2	14.4				
	TOTAL AUDIENCE (Households (000) & %)		16,520 26.6				10,370 16.7		15,030 24.2				11,430 18.4					
	NBC TV		Wonderful World of Disney "MICHAEL O'HARA THE FOURTH" PART I				Jimmy Stewart Show (Procter & Gamble)®		Bonanza				Bold Ones ®					
W E K 4	AVERAGE AUDIENCE (Households (000) & %)		12,420 20.0	19.7*		20.3*	14.8	9,190 14.8		12,050 19.4	18.5*		20.2*	8,570 13.8	13.3*		14.3*	
	SHARE OF AUDIENCE %		34	34 *		33 *	24	31		30 *	30 *		33 *	26	24 *		27 *	
	AVG. AUD. BY ¼ HR. %		19.4	20.0	20.2	20.5	14.6	15.1	18.3	18.6	20.4	20.0	13.8	12.7	14.1	14.5		
	TOTAL AUDIENCE (Households (000) & %)					14,590 23.5			18,630 30.0									
W E K 5	ABC TV							The F.B.I. ®						ABC Sunday Night Movie "THREE ON A COUCH" (9:00-11:15PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					11,180 18.0	16.4*			11,360 18.3	18.7*		18.6*		18.9*		18.1*	
	SHARE OF AUDIENCE %					32	30 *			34 *	32 *		31 *		35 *		38 *	
	AVG. AUD. BY ¼ HR. %					15.6	17.2	19.8	19.6	18.8	18.7	18.5	18.8	19.1	18.7	18.4	17.9	
W E K 6	TOTAL AUDIENCE (Households (000) & %)		16,950 27.3															
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		8,940 14.4	13.4*			13.9*		13.9*		14.8*		15.5*			15.2*		
	SHARE OF AUDIENCE %		26	27 *			26 *		24 *		25 *		26 *			28 *		
W E K 7	AVG. AUD. BY ¼ HR. %		13.0	13.7	14.1	13.8	13.9	13.9	14.4	15.1	15.3	15.6	15.8	14.7				
	TOTAL AUDIENCE (Households (000) & %)		15,030 24.2				12,230 19.7		15,210 24.5				13,850 22.3					
	NBC TV		Wonderful World of Disney "MICHAEL O'HARA THE FOURTH" PART II				Jimmy Stewart Show (Procter & Gamble)®		Bonanza				Bold Ones ®					
	AVERAGE AUDIENCE (Households (000) & %)		10,870 17.5	16.4*			11,050 17.8		12,230 19.7	19.3*		20.1*	10,680 17.2	16.5*		17.9*		
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %		34	34 *		35 *	31	33	33 *		34 *	33	30 *		37 *			
	AVG. AUD. BY ¼ HR. %		15.5	17.3	18.3	19.0	16.9	18.7	19.1	19.5	20.1	20.1	16.7	16.4	17.9	17.9		
	WK 1	52.8	55.3	57.4	59.1	60.4	61.2	61.8	62.4	62.3	62.6	61.5	60.4	56.5	55.6	53.4	50.9	
	WK 2	40.5	44.1	47.4	50.5	52.9	54.9	56.2	58.3	58.3	59.5	59.7	59.4	55.7	53.6	49.2	47.2	

U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE • SUN. APR. 2, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. APR. 3, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,120 16.3				13,040 21.0								
	ABC TV					Monday Night Special "PLIMPTON AT THE WHEEL" (Du Pont, E.I.)				ABC Monday Night Movie "SMOKEY" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					7,700 12.4		12.4*		8,450 13.6		13.5*		13.9*		14.0*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.7		19 *	12.4	23 12.5		21 *	13.7	23 *	14.2	24 *	13.8	24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,330 26.3				15,340 24.7		13,350 21.5		14,970 24.1				
	CBS TV					Gunsmoke®				Here's Lucy®		Doris Day Show®		Sonny and Cher Comedy Hour®				
	AVERAGE AUDIENCE (Households (000) & %)					13,480 21.7		21.1*		13,600 21.9		12,170 19.6		12,230 19.7		20.2*		19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.8		33 *	22.3	34 22.1		32 20.0	19.1	35 20.2		35 *	19.6	35 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,200 27.7				17,080 27.5								
	NBC TV					Rowan & Martin Laugh-In®				NBC Monday Night at the Movies® "A HOWLING IN THE WOODS" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					13,660 22.0		21.1*		12,110 19.5		19.1*		20.0*		19.4*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 20.1		33 *	22.7	35 23.0		30 *	18.8	32 *	19.5	33 *	19.6	35 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,760 12.5				8,510 13.7								
	ABC TV					Monday Night Special "MONDAY NIGHT SPORTS" (Participating)				ABC Monday Night Movie® "RAPTURE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					5,590 9.0		9.5*		4,350 7.0		7.7*		7.9*		6.5*		5.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 9.9		15 *	8.8	11 7.8		12 *	8.2	13 *	6.7	11 *	6.1	10 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,830 27.1				12,230 19.7		11,120 17.9		10,250 16.5				
	CBS TV					Gunsmoke®				Here's Lucy®		Doris Day Show®		Sonny and Cher Comedy Hour®				
	AVERAGE AUDIENCE (Households (000) & %)					13,790 22.2		21.3*		11,240 18.1		10,120 16.3		7,200 11.6		12.1*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.6		35 *	23.2	28 18.3		26 17.9	16.2	20 16.4		20 *	11.5	20 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,700 26.9				24,720 39.8				32,040 51.6				
	NBC TV					Rowan & Martin Laugh-In®				Bob Hope Special (AMF, Inc.)				Academy Awards (10:00-12:30AM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					12,230 19.7		18.7*		20,740 33.4		32.8*		24,030 38.7		39.0*		40.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 18.6		33 *	20.0	36 21.4		52 *	33.3	55 *	70 37.6	63 *	40.8	67 *
TV HOUSEHOLDS USING TV WK 1		53.3	50.2	58.0	60.8	63.5	64.9	65.7	66.0	64.4	64.3	62.4	60.8	59.2	57.6	56.0	53.4	
(See Def. 1)		WK 2	50.3	53.9	56.8	59.4	61.0	61.9	62.8	64.1	64.9	65.1	63.4	60.2	59.1	57.3	55.4	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. APR. 10, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. APR. 4, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			17,820 28.7				19,250 31.0						17,760 28.6				
	ABC TV			Mod Squad®				Movie of the Week® "REVENGE"						Marcus Welby, M.D.® (10:00-10:15 PM) (11)	Elections '72: Wis. (OP)	Marcus Welby, M.D.® (10:25-11:10 PM) (L)		
	AVERAGE AUDIENCE (Households (000) & %)			13,720 22.1				13,600 21.9						13,350 21.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22.1 37 20.3		20.5* 35* 20.6		23.7* 38* 24.5		21.4* 34* 21.4		21.8* 34* 21.8		22.6* 37* 22.6		19.6* 34* 19.4		22.6* 45* 23.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			13,480 21.7				16,460 26.5					16,580 26.7				8,140 13.1	
	CBS TV			Glen Campbell Hour®				Hawaii Five-O®						Cannon®		CBS News - Campaign '72 "WISCONSIN" PRIMARY		
	AVERAGE AUDIENCE (Households (000) & %)			10,310 16.6				12,920 20.8					12,850 20.7				6,830 11.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			16.6 27 15.8		16.2* 27* 16.6		17.1* 28* 17.0		20.1* 32* 20.3		21.6* 34* 21.8		20.6* 34* 20.5		20.8* 37* 20.7		11.8 20 10.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			9,810 15.8				11,050 17.8					8,010 12.9				4,780 7.7	
	NBC TV			The Admiral®				Circus Town® (American Gas Assn.)						James Garner as Nichols®		Decision '72: Wisconsin (Gulf Oil Corp.)		
	AVERAGE AUDIENCE (Households (000) & %)			6,830 11.0				8,260 13.3					5,460 8.8				3,730 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11.0 18 10.3		10.7* 18* 11.1		11.4* 19* 11.5		13.4* 21* 13.4		13.1* 21* 12.8		9.1* 15* 9.1		8.5* 15* 8.3		6.0 11 6.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			14,030 22.6				16,770 27.0						18,130 29.2				
	ABC TV			Mod Squad®				Movie of the Week® "IN BROAD DAYLIGHT"						Marcus Welby, M.D.®				
	AVERAGE AUDIENCE (Households (000) & %)			10,560 17.0				12,850 20.7						14,900 24.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17.0 28 15.2		15.4* 26* 15.7		18.5* 29* 19.2		18.7* 29* 19.6		20.5* 32* 20.9		22.8* 38* 22.6		23.1* 43* 23.9		24.9* 53* 24.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			16,890 27.2				16,150 26.0					14,220 22.9					
	CBS TV			Play It Again, Charlie Brown®				Dr. Seuss® The Cat in The Hat						Hawaii Five-O®		Cannon®		
	AVERAGE AUDIENCE (Households (000) & %)			14,590 23.5				15,030 24.2					10,680 17.2				16.8* 31*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23.5 40 22.0		24.4 38 24.5		23.9 32 21.2		20.8* 32* 20.4		20.7* 32* 20.9		17.5* 29* 17.4		17.3 17.3 16.3		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			11,120 17.9				15,590 25.1					9,940 16.0					
	NBC TV			Dear Deductible®				From Yellowstone To Tomorrow (AT & T)						James Garner as Nichols®				
	AVERAGE AUDIENCE (Households (000) & %)			8,070 13.0				12,110 19.5					6,960 11.2				10.5* 19*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			13.0 21 11.0		11.7* 20* 12.4		14.2* 22* 14.7		19.8* 30* 20.0		19.2* 30* 19.5		12.0* 20* 12.5		11.2 11.2 9.7		
TV HOUSEHOLDS USING TV		WK 1	52.4	55.9	58.8	60.0	60.8	62.3	63.6	64.1	64.5	64.7	62.2	61.0	57.7	56.0	51.2	49.1
(See Def. 1)		WK 2	51.7	54.9	57.5	60.6	63.2	64.6	64.6	65.4	65.0	64.8	60.9	58.9	55.1	53.4	48.8	45.9

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hour).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • TUE. APR. 11, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. APR. 5, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,690 14.0		10,810 17.4				7,200 11.6						
	ABC TV					Courtship of Eddie's Father		ABC Comedy Hour "THE KOPYKATS"				Persuaders®						
	AVERAGE AUDIENCE (Households (000) & %)					7,510 12.1		7,080 11.4				4,970 8.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.0		18 11.4		11.2* 11.0		11.6* 11.8		8.3* 8.3		7.7* 7.6		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,940 30.5				16,270 26.2				17,760 28.6				
	CBS TV							Aquacade At Acapulco (Times Corp.)				Medical Center®					Mannix®	
	AVERAGE AUDIENCE (Households (000) & %)					13,790 22.2		20.7* 34 *		23.7* 38 *		21.0* 33 *		22.2* 36 *		23.8 45	23.7* 43 *	23.9* 48 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.5		34 * 21.0		24.0 23.4		21.3 20.7		22.2 22.2		23.6 23.6	23.7 24.4	23.4 23.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,970 24.1		17,260 27.8						12,420 20.0				
	NBC TV					Adam 12®				NBC Mystery Movie® "MURDER BY THE BARREL" (8:30-10:00PM)						Night Gallery®		
	AVERAGE AUDIENCE (Households (000) & %)					13,600 21.9		13,100 21.1						9,560 15.4		15.7* 29 *		15.2* 30 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.7		34 23.2		31 * 19.4		21.5* 21.6		22.5* 22.3		15.8 15.6	15.7* 15.5	15.2* 14.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)							5,030 8.1		4,840 7.8		3,230 5.2		10,250 16.5				
	ABC TV							Smith Family		Marty Feldman Comedy Machine		Courtship of Eddie's Father		NBA Playoff Game (MILWAUKEE VS. LOS ANGELES, 10:00-12:25AM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)							4,350 7.0		4,100 6.6		2,920 4.7		5,400 8.7		8.6* 16 *		8.6* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							11 6.5		11 7.4		8 4.8		20 8.9		8.4 8.4	8.6 8.6	8.5 8.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,020 27.4				16,080 25.9				17,760 28.6				
	CBS TV							Carol Burnett Show®				Medical Center®					Mannix®	
	AVERAGE AUDIENCE (Households (000) & %)					12,170 19.6		18.3* 31 *		20.8* 33 *		12,920 20.8		20.4* 33 *		21.1* 35 *	23.3* 44 *	23.0* 46 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.7		31 * 18.8		20.9 20.8		20.1 20.8		21.1 21.1		23.5 23.5	23.0 23.5	22.5 22.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,270 26.2		21,800 35.1						13,970 22.5				
	NBC TV					Adam 12®				NBC Mystery Movie® "DEATH LENDS A HAND" (8:30-10:00PM)						Night Gallery®		
	AVERAGE AUDIENCE (Households (000) & %)					14,410 23.2		15,210 24.5						11,120 17.9		18.1* 34 *		17.8* 35 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 22.1		40 24.3		23.7* 23.1		24.0* 24.5		25.8* 25.4		18.3 18.3	18.2 18.2	17.4 17.4

TV HOUSEHOLDS USING TV	WK 1	WK 2	50.2	50.9	53.7	52.7	55.2	53.8	58.3	55.5	60.8	57.9	61.8	61.2	61.8	62.9	63.1	63.1	63.4	62.0	63.6	61.6	63.1	60.2	61.6	59.3	55.7	53.4	53.9	52.0	51.5	51.5	48.6	48.8
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U.S. TV Households: 62,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • WED. APR. 12, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. APR. 6, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,300 18.2				9,440 15.2				9,870 15.9				
	ABC TV					Alias Smith and Jones®				Longstreet®				Owen Marshall, Counselor At Law®				
	AVERAGE AUDIENCE (Households (000) & %)					8,380 13.5	13.4*			7,270 11.7	11.9*			8,380 13.5	13.4*			13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.2	22 *			22 *	19 *			19 *	25	24 *		26 *
E K 2	TOTAL AUDIENCE (Households (000) & %)					8,010 12.9		10,430 16.8		16,520 26.6								
	CBS TV					Me and the Chimp		My Three Sons		CBS Thursday Night Movies® "THE IMPOSSIBLE YEARS" (9:00-10:50PM)								
	AVERAGE AUDIENCE (Households (000) & %)					6,710 10.8		9,500 15.3		12,170 19.6	19.2*			19.5*		20.3*		19.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.4		24 11.3		33 14.9	31 *			32 *		36 *		36 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,870 32.0				16,640 26.8				13,660 22.0				
	NBC TV					Flip Wilson Show®				Ironside®				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					15,150 24.4	23.9*			13,600 21.9	21.7*			10,560 17.0	17.2*			16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 23.9	40 *			35 21.4	35 *			32 *	31 *			33 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,000 16.1				9,380 15.1				9,190 14.8				
	ABC TV					Alias Smith and Jones®				Longstreet®				Owen Marshall, Counselor At Law®				
	AVERAGE AUDIENCE (Households (000) & %)					7,700 12.4	11.7*			7,760 12.5	12.6*			7,270 11.7	11.9*			11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.2	21 *			21 12.6	21 *			22 12.1	22 *			23 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,080 11.4		8,760 14.1		17,510 28.2								
	CBS TV					Me and the Chimp		My Three Sons		CBS Thursday Night Movies® "PENDULUM" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					6,400 10.3		7,950 12.8		12,050 19.4	18.4*			19.2*		20.6*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.9		22 10.8		35 18.2	31 *			33 *		38 *		38 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,880 30.4				14,710 23.8				13,170 21.2				
	NBC TV					Flip Wilson Show®				Ironside®				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					14,470 23.3	22.3*			11,670 18.8	19.1*			9,690 15.6	15.5*			15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 21.5	40 *			32 19.3	32 *			30 15.8	29 *			31 *
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		51.2	53.5	54.6	57.6	60.1	61.0	62.2	62.9	62.5	62.9	61.6	60.9	56.9	55.8	54.3	48.6	
WK 2		49.0	50.5	51.9	53.6	54.3	56.3	57.7	60.8	59.1	59.0	59.1	58.4	55.0	53.5	53.1	49.6	

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

(1) "WILLIE WONKA" (10:50-11:00PM) (SUS.) (S) (1)

EVE. • THU. APR. 13, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. APR. 7, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,230 19.7		15,840 25.5		14,840 23.9		13,850 22.3		17,950 28.9				
		AVERAGE AUDIENCE (Households (000) & %)					10,990 17.7		14,530 23.4		13,970 22.5		12,610 20.3		13,040 21.0		19.0*		22.9*
		SHARE OF AUDIENCE %					29		39		38		35		40		35 *		45 *
		AVG. AUD. BY ¼ HR. %					16.7	18.7	22.5	24.3	22.3	22.6	20.4	20.3	18.8	19.3	23.1		22.6
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,040 21.0				14,410 23.2							5,900 9.5	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,320 29.5		15,590 25.1										
		AVERAGE AUDIENCE (Households (000) & %)					16,700 26.9		8,070 13.0										
		SHARE OF AUDIENCE %					45		22										
		AVG. AUD. BY ¼ HR. %					26.3	27.3	15.3	12.7	13.3	12.6	12.8	12.4	12.3	12.7			
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,430 18.4		14,410 23.2		15,590 25.1								
		AVERAGE AUDIENCE (Households (000) & %)					9,750 15.7		12,730 20.5		8,140 13.1		12.5*		12.8*		13.0*		13.8*
		SHARE OF AUDIENCE %					28		37		25		23 *		23 *		24 *		27 *
		AVG. AUD. BY ¼ HR. %					16.1	15.3	20.0	21.0	12.4	12.6	12.6	12.9	12.8	13.2	13.9		13.7
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,740 17.3				17,820 28.7							11,120 17.9	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,770 27.0		18,440 29.7										
		AVERAGE AUDIENCE (Households (000) & %)					15,090 24.3		10,000 16.1										
		SHARE OF AUDIENCE %					44		29										
		AVG. AUD. BY ¼ HR. %					23.2	25.4	14.7	13.7	16.0	16.1	16.9	17.2	17.6	16.7			

TV HOUSEHOLDS USING TV WK 1 WK 2
(See Def. 1)

52.4	53.8	54.9	56.5	59.5	61.3	60.2	60.4	59.0	59.3	58.0	56.5	54.8	54.6	51.7	49.9
46.1	48.0	49.8	51.4	54.4	55.8	54.7	55.8	56.2	57.1	56.3	56.3	54.2	52.0	48.8	48.0

U.S. TV Households: 62,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • FRI. APR. 14, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. APR. 8, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					5,780 9.3		12,420 20.0						10,930 17.6				
	ABC TV							Bewitched®										
	AVERAGE AUDIENCE (Households (000) & %)					5,030 8.1		8,200 13.2						9,320 15.0		15.1*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 7.9		22 11.4	11.5*		13.7* 23 *		14.4* 25 *		15.3	28 *	14.6	29 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,050 33.9		16,020 25.8		16,020 25.8		13,970 22.5		13,850 22.3				
	CBS TV							All In The Family®	Mary Tyler Moore Show®	New Dick Van Dyke Show®		Arnie®				Mission: Impossible®		
	AVERAGE AUDIENCE (Households (000) & %)					19,310 31.1		14,780 23.8		14,530 23.4		13,100 21.1		11,430 18.4		18.6*		18.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					51 30.6		39 24.2	23.4	37 23.2		37 21.3		35 18.7		35 *	18.3	35 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,350 23.1				13,790 22.2								
	NBC TV							Emergency										
	AVERAGE AUDIENCE (Households (000) & %)					11,300 18.2		16.9*		8,630 13.9		14.2*		13.9*		13.6*		13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.4		28 *		25 14.7		24 *		24 *		25 *		27 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,660 7.5		11,550 18.6						9,690 15.6				
	ABC TV							Bewitched®										
	AVERAGE AUDIENCE (Households (000) & %)					4,220 6.8		7,270 11.7	9.5*			12.6* 22 *		8,010 12.9		12.7*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 6.4		20 9.1	16 *		12.5	12.8	13.2	13.1* 23 *		24 *	13.1	26 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,240 34.2		16,020 25.8		14,590 23.5		12,920 20.8		13,290 21.4				
	CBS TV							All In The Family®	Mary Tyler Moore Show®	New Dick Van Dyke Show®		Arnie®				Mission: Impossible®		
	AVERAGE AUDIENCE (Households (000) & %)					19,620 31.6		14,530 23.4		12,980 20.9		11,860 19.1		10,370 16.7		16.8*		16.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					53 31.0		40 23.9	22.9	36 20.7		34 19.2		33 17.0		32 *	16.9	33 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,530 23.4				15,590 25.1								
	NBC TV							Emergency										
	AVERAGE AUDIENCE (Households (000) & %)					10,990 17.7		16.1*		10,430 16.8		17.1*		17.2*		16.7*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 15.6		27 *		31 17.2		30 *		31 *		32 *		32 *
TV HOUSEHOLDS USING TV		WK 1	50.0	52.0	54.5	57.1	59.8	61.2	60.9	60.3	59.3	59.3	58.0	56.8	54.0	53.2	51.7	51.1
(See Def. 1)		WK 2	47.8	50.1	52.6	55.6	59.5	60.0	58.2	58.3	57.3	57.3	56.3	55.3	52.1	51.7	51.1	50.4

U.S. TV Households: 62,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51

* Half-hour ratings (for immediately preceding and subject quarter-hour).

EVE. • SAT. APR. 15, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. APR. 9, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	ABC TV					16,830 27.1					18,570 29.9									
			The F.B.I. ®										ABC Sunday Night Movie "MODESTY BLAISE" (9:00-11:25PM) (1)								
			AVERAGE AUDIENCE (Households (000) & %)						13,290 21.4		19.6*		23.2*	13.5	16.4*		15.2*		12.3*		12.0*
			SHARE OF AUDIENCE %						35		32 *		37 *	25	26 *		25 *		22 *		25 *
AVG. AUD. BY ¼ HR. %						18.7		20.6	23.2	23.2	17.0	15.9	15.6	14.9	13.0	11.7	12.0	11.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	CBS TV			19,620 31.6									14,470 23.3							
			CBS Sunday Night Movies "DON'T RAISE THE BRIDGE" (7:30-9:30PM)										Cade's County ®								
			AVERAGE AUDIENCE (Households (000) & %)			9,940 16.0	13.2*			14.5*		17.4*		19.0*	11,670 18.8	18.1*		19.4*			
			SHARE OF AUDIENCE %			26	24 *			24 *		28 *		30 *	33	30 *		35 *			
AVG. AUD. BY ¼ HR. %			12.4	14.1	14.5	14.6	17.1	17.8	18.9	19.1	17.6	18.5	19.7	19.2							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	NBC TV			17,200 27.7				10,120 16.3		16,460 26.5				15,400 24.8						
			Wonderful World of Disney ® "DAD, CAN I BORROW THE CAR?"										Jimmy Stewart Show (Procter & Gamble) ®		Bonanza ®		Bold Ones ®				
			AVERAGE AUDIENCE (Households (000) & %)			12,730 20.5	20.1*			8,820 14.2		12,850 20.7	20.3*		21.0*	12,360 19.9	19.3*		20.6*		
			SHARE OF AUDIENCE %			35	36 *			35 *	23	34	32 *		35 *	39	35 *		44 *		
AVG. AUD. BY ¼ HR. %			19.5	20.6	21.1	20.8	13.8	14.0	20.0	20.6	21.4	20.7	18.9	19.6	21.1	20.1					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	ABC TV					14,720 23.7					18,260 29.4									
			The F.B.I. ®										ABC Sunday Night Movie "LOUD MOUTH" (9:00-11:10PM) (1)								
			AVERAGE AUDIENCE (Households (000) & %)						11,860 19.1		17.7*		20.4*	17.8	17.6*		19.3*		18.0*		16.9*
			SHARE OF AUDIENCE %						31		29 *		33 *	32	28 *		31 *		33 *		35 *
AVG. AUD. BY ¼ HR. %						17.1		18.2	20.5	20.4	17.6	17.5	19.2	19.3	18.6	17.5	17.1	16.7			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	CBS TV			17,950 28.9									12,790 20.6							
			CBS Sunday Night Movies "TARZAN AND THE JUNGLE BOY" (7:30-9:30PM)										Cade's County ®								
			AVERAGE AUDIENCE (Households (000) & %)			10,990 17.7	14.3*			16.7*		19.2*		20.4*	9,940 16.0	15.3*		16.8*			
			SHARE OF AUDIENCE %			29	25 *			27 *		31 *		33 *	28	25 *		31 *			
AVG. AUD. BY ¼ HR. %			13.7	14.8	16.4	17.1	18.7	19.7	20.7	20.2	14.8	15.8	17.3	16.3							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	NBC TV			16,460 26.5				10,990 17.7		15,840 25.5					12,730 20.5					
			Wonderful World of Disney ® "AT HOME WITH DONALD DUCK"										Jimmy Stewart Show (Procter & Gamble) ®		Bonanza ®		Bold Ones ®				
			AVERAGE AUDIENCE (Households (000) & %)			11,990 19.3	18.4*			20.2*	16.2		11,920 19.2	17.6*		20.8*	10,000 16.1	15.7*		16.5*	
			SHARE OF AUDIENCE %			33	33 *			33 *	26		31	28 *		34 *	31	29 *		34 *	
AVG. AUD. BY ¼ HR. %			17.5	19.3	20.5	19.9	16.1	16.3	16.9	18.3	20.9	20.6	16.0	15.3	16.4	16.6					
TV HOUSEHOLDS USING TV WK 1																					
(See Def. 1)																					
WK 2																					
49.1 52.8 54.8 56.9 59.4 61.6 62.4 63.8 63.0 63.0 61.3 59.5 55.8 53.8 48.9 45.3																					
49.5 52.9 55.0 57.4 60.2 61.5 61.7 63.1 61.6 62.4 61.6 61.1 56.2 53.6 50.2 47.4																					